

# PRINTERS' INK



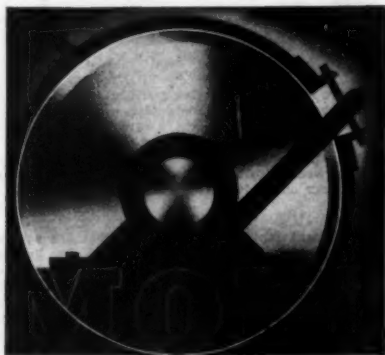
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A JOURNAL FOR ADVERTISERS

VOL. CLXVI, No. 13

NEW YORK, MARCH 29, 1934

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## VISUALIZING THE INVISIBLE

A LUMP of steel. A handful of mysterious ore. Fuse them in a white-hot crucible and out comes—apparently—just another lump of steel.

To the analytic metallurgist its altered characteristics promise a better product. But not until Shock, Stress, Abrasion, Corrosion, and Cutting Tool have rendered their verdicts is a hard-headed engineering and manufacturing fraternity ready to take this "better" material into its calculations.

Mo-lyb-den-um ("Moly" to you)—an alloy produced by the Climax Molybdenum Company for improv-

ing steel and iron—has successfully traveled this tortuous route. Demonstration proves its many intangible qualities. But to visualize these intangibles advertisingly—to make steel and iron men stop, read and inquire—aye, there's the rub!

Advertising Headquarters has succeeded in accomplishing this difficult feat by creating a new illustrative technique. Its efficacy is attested by the steady increase in requests for complete information from metallurgic labs—and tonnage orders from manufacturers that are taxing production capacity.

## N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA  
New York • Boston • Chicago • San Francisco  
Detroit • London • Montreal • Buenos Aires • São Paulo

# THANKS FOR THE ORCHID, Mr. Williams!

## WILLIAMS OIL-O-MATIC HEATING CORPORATION

**WILLIAMS  
OIL-O-MATIC**  
CABLE ADDRESS  
OIL-O-MATIC

GENERAL OFFICES AND FACTORY

BLOOMINGTON  
ILLINOIS  
U.S.A.

**WILLIAMS  
ICE-O-MATIC**  
TELEPHONE  
3750

March 14, 1934

Register Tribune  
Des Moines, Iowa

Dear Sirs:-

I felt I should drop you a line giving you our re-action to the page ad you ran February 18th, in connection with the Free Shovel Campaign. In response to this ad, there were over seven thousand five hundred (7500) replies. This is over three (3) percent of your entire circulation. In all our experience, we have never seen such a large percentage of replies. In fact, the Sunday Register represented our only advertising effort in Iowa on this shovel deal.

It is further very satisfactory to us to note that the coverage of your paper was so complete over the entire State. Des Moines and the immediate vicinity gave us 1557 answers, which is in excess of three (3) percent of the local circulation, if I understand it correctly. The returns over the entire State were most remarkable. As an illustration - 195 coupons came from Ames; 104 from Boone; 143 from Cedar Rapids; 145 from Ottumwa; 249 from Marshalltown; 236 from Waterloo; 86 from Davenport; and 72 from Burlington. The quality of these inquiries was fully up to our expectation and I very much question whether returns, equal to these received thru the Register Tribune Ad, would come from any other territory or any other newspaper.

We want to further state that the co-operation which your paper gave us in handling this DELUGE OF COUPONS was wonderful and I do not see how our dealer - the Carbon Coal Company - could have successfully handled these coupons without your assistance.

We know now, beyond a doubt, that the Register Tribune circulation has a pulling power that can't be laughed off.

A Campaign of this kind is not only stimulating to our own organization, but I believe had some favorable effect on your own organization, as well. It was a lot of fun, wasn't it?

Respectfully yours

*C. U. Williams*

President

WILLIAMS OIL-O-MATIC HEATING CORPORATION

C. U. WILLIAMS

ENK



... of course, we "knew it all the time" ... but it's gratifying to have it proved so decisively by an advertiser.

You can always reach the top third of Iowa's purchasing power through ...

## DES MOINES REGISTER AND TRIBUNE

CIRCULATION NOW QUARTER MILLION DAILY

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Vol. CLXV  
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# PRINTERS' INK

NEW YORK, MARCH 29, 1934

## This Week

COUNT the cost; and against the cost balance the results.

In business, as in Government, every policy, every plan, every method, every expedient must confront, sooner or later, the chilly question: Does it pay its way?

Often this austere process of analysis is called getting down to brass tacks.

\* \* \*

This week, L. M. Demarest, of L. M. Demarest and Associates, opens with this remark:

"I have never seen listed among the causes of commercial failures, 'Making the wrong products.' Yet that is an astonishingly frequent cause of small or non-existent profits—if not so often of outright bankruptcy."

Having thus laid out his groundwork, Mr. Demarest proceeds to build his thesis that "management is seldom aware that it is losing profits by clinging to the wrong products, or by failing to add new ones that would fit in to better advantage."

By way of a first step he suggests the installation of a cost-accounting system that will disclose, item by item, which products in the line are making money, or losing it.

Mr. Demarest presents his ideas under the title, "Juggle the Products!" A fitting sub-title might have read: "You Can't Fool an Adding Machine!"

\* \* \*

A brass-tacker, also, is the second man to speak this week. Says Herman A. Groth, vice-president of the Charles H. Touzalin Agency, "Let's go back to fundamentals in advertising!" Mr. Groth brings back to view the advertising practices of

1900 to 1913. Then it was that advertising paid its way by producing, perforce, tangible returns. And, looking at the current scene, he wonders if, in over-specializing the advertising art, we haven't lost sight of the advertising purpose.

Mr. Groth asks pointed questions, one of which is this: "Is it possible that in our frantic effort to be different, to excel in getting attention, there has crept into the scheme of things the tricks of the one-call salesman?"

Can it be that he feels that the purpose of advertising is to sell, and to keep on selling?

\* \* \*

Meanwhile, Edward L. Greene, general manager of the National Better Business Bureau, addresses himself to the question of how advertising, whether enthusiastic or pedestrian, may keep itself honest. Mr. Greene says he hopes that PRINTERS' INK's March 8 editorial "Let's Face the Music" will provoke the serious consideration of advertisers for "the rapidly developing organized consumer interest offers a splendid opportunity or a serious threat to national advertisers." If advertising is not to suffer, then, Mr. Greene insists, decent advertisers must take the lead.

\* \* \*

Through code-operation, many enterprises already have assumed leadership. C. B. Larrabee finds that honest advertising has been written into the codes of 150 industries; and he enumerates them, name by name and line by line.

\* \* \*

However skilfully they may be merchandised, goods aren't sold until they're paid for. Hence the brighter men on the selling side are

interested in methods of collection. They know that it is worse than unwise to close a collection letter with some such sentiment as this: "We are sure that failure to remit has been due to oversight. A man of your high character does not evade his obligations. But, you old deadbeat, unless you remit by return mail, we'll crack down with a lawsuit." The collection-letter problem lies in finding just the right line between friendliness and the mailed fist. We present this week three series of letters, all short and to the point, that established high records in efficacy.

\* \* \*

A bottle of primrose in a dealer's window may be something more than simple primrose. It may be

Evening in Paris, and, though it stand in the window of a druggist, it may be—in fact, it is—the property of its maker, Bourjois. This week, Ralph H. Aronson, general manager, describes the company's consignment plan and shows how it protects the dealer.

\* \* \*

General Cigar Company starts drive on Robt. Burns cigars \* \* \* Mobilgas introduces product to Coast with \$16,000 13-hour broadcast \* \* \* New York brewers advertise bock beer co-operatively \* \* \* Wrigley in car cards spoofs testimonials \* \* \* Babe Ruth finds new sponsor in Quaker \* \* \* British introduce sponsored phonograph records \* \* \* American Radiator makes spring bid for business.

## CONTENTS

Juggle the Products!.....7	Groucho Says:.....52
L. M. DEMAREST, of L. M. Demarest and Associates	Salesman Has His Troubles, But So Has Boss.....53
To Advertisers: Revert.....17	FRANCIS NEWTON
HERMAN A. GROTH, Vice-President, Charles H. Touzalin Agency	Satisfied Customers Speak Out in Meeting.....57
150 Codes Demand Honest Advertising.....21	It's Time to Get Up.....61
C. B. LARRABEE	P. H. ERBES, JR.
Short Collection Letters That Pull.....29	Chain-Store Sales for February...63
DON GRIDLEY	Recent Trade-Mark Decisions...66
Packages Aid Appetite.....36	Industrial Copy.....68
Bourjois Consignment Plan Protects Dealer.....37	Advertising for Foreign Trade Vital.....69
RALPH H. ARONSON, General Manager, Bourjois	D. C. TOWNLEY, Director, The Kolynos Company
Must Meet Challenge of Private Brands.....40	Catalog to Help Jobbers' Salesmen.....76
WILLIAM OCHSE, President, San Antonio Drug Company	Market Survey Check List Issued by Four A's.....78
Decent Advertisers Must Take Lead.....45	A Puzzled Consumer.....84
EDWARD L. GREENE, General Manager, National Better Business Bureau	Editorials.....86
	The Little Schoolmaster's Classroom.....90



29, 1934

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.....57

.....61

uary...63

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Trade  
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Issued  
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.....84

.....86

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.....90

*You can do* **MORE SELLING**  
*where the Customers do*  
**MORE BUYING!**



**IN 1929** the seven hundred thousand consumers in Rhode Island were buying **13% more per capita** than the national average,

—in 1933 were buying at a rate **6.5% closer to '29 volume** than the country at large,

—in 1934, first two months, were buying **18% more than last year** (despite the wintriest February on record) and still bettering national averages. February payrolls were up **31%**. Sales are spurring again.

**Journal-Bulletin FAMILIES:**

**In Rhode Island**

**2 OUT OF 3**

Average for State as a Whole

**In Providence**

**19 OUT OF 20**

A. B. C. CITY

**RETAIL ADVERTISING** in the Journal & Bulletin to February 28th gained **19%** .. Automotive **57%** .. General **12.6%**. Somebody out there is missing the main entrance!

**Providence Journal & Bulletin**

*Dominating New England's Second Largest Market*

**CHAS. H. EDDY CO.**

Boston • New York • Chicago

Representatives:

**R. J. BIDWELL CO.**

San Francisco • Los Angeles • Seattle

# By any SURVEY that's ever been made



**M**ILWAUKEE newspaper readers have answered questionnaires galore. Newspapers, leading stores and advertising agencies have made innumerable surveys on reading habits. And in every case, two important facts stand invariable: The Journal is Milwaukee's home newspaper, read regularly in twice as many homes as any other paper; The Journal has the greatest coverage where buying power is greatest.

When you buy space in The Journal you get the largest circulation in Milwaukee plus the powerful influence of this newspaper in the all-important home-dwelling, family-spending element.

**THE MILWAUKEE JOURNAL**  
*First by Merit*

# Juggle the Products!

How Competitors May Increase Net Profits by Switching Production into Logical Classifications

By L. M. Demarest

Of L. M. Demarest and Associates

I HAVE never seen listed among the causes of commercial failures, "Making the wrong products." Yet that is an astonishingly frequent cause of small or non-existent profits—if not so often of outright bankruptcy.

Few companies are so accurately balanced that they could not, by a little skilful juggling of products, greatly improve their positions.

Some have in their lines products which they are not organized to make or sell—or both. They may be old stand-bys retained because of the management's inertia, respect for tradition, or plain ignorance of operations profit-wise.

Or they may be comparatively recent additions to the line which were taken on in a wave of indiscriminating enthusiasm for the thing which is new. The more "progressive" a concern is, the more apt is it to make this latter mistake.

Other concerns fail to appreciate the great improvement in their profits that would come from taking on additional products. These might be brand new ones—of which right now there is no scarcity—or they might be products which have been on the market long enough to have become established, but which for some reason can be secured on reasonable terms.

This fault of having too few lines or varieties is much more common than it was a decade or so ago. When Government agencies and trade associations started to stress "simplification" as it concerned the elimination of needless items, some business men embraced the policy over-enthusiastically. They pared and slashed and massacred their lines. Many got the idea that they should accept in its entirety the policy Ford was then

advocating—only one product and not even a choice of color.

That was the extreme—and it has been pretty completely forgotten nowadays. But it was commonplace for concerns to cut out products that they could make and sell at a profit, merely because they were of a different genus from the principal product. As a result many concerns today are suffering from incomplete lines or insufficient lines to such an extent that they cannot keep their factories busy.

The sad part of it all is that the management is seldom aware that it is losing profits by clinging to the wrong products or by failing to add new ones which would fit in to advantage.

One good way to find out whether anything is wrong—and why and where—is to install a cost accounting system which will unerringly show the manufacturing profit or loss and the selling profit or loss by items, or at least by lines of product.

Lacking such definite cost data, a management which has the courage to be honest with itself can

# Composite picture of



# Structure of Advertising Appropriations

THIS CHART shows the division, among the three major classes of consumer media, of the 1933 appropriations of J. Walter Thompson Company clients in the United States • It is presented not as an argument for any medium, nor as a guide for any advertiser, but to answer a question frequently asked of us by advertisers, and as a matter of general information.

## J. WALTER THOMPSON COMPANY Advertising

NEW YORK	CHICAGO	CINCINNATI	LOS ANGELES
ST. LOUIS	SAN FRANCISCO	• MONTREAL	TORONTO
• ANTWERP	BOMBAY	BUCHAREST	BUENOS AIRES
COPENHAGEN	JOHANNESBURG	LONDON	PARIS
SAO PAULO	STOCKHOLM	SYDNEY	

get an idea of what the facts are if it will cast a cold eye over its products and leave preconceived ideas, traditions and personal predilections out of the appraisal. Such a study will usually show up certain products which can be made effectively but which do not fit into the selling set-up—or vice-versa. Sometimes the trouble can be rectified and the product retained to advantage. If not, the juggling act is indicated.

### Loss Products Abandoned

Consider this instance from the experience of a Middle-Western manufacturer of pressed steel products. Installing a cost-finding system that shows profit or loss by lines inspired a bit of product juggling which resulted in his getting rid of three old-time products which had for years been made and sold at an unsuspected loss. At the same time, the company which took over these old-established items completed its lines by so doing and added a nice profit to its annual statement. This may not seem reasonable on the face of it—but it is typical of numerous situations.

The condition had been unsuspected for so long because the three products fitted in beautifully with the concern's other six lines so far as distribution went, and, since they were made on similar types of machines they *seemed* to fit the factory's facilities for manufacturing.

The cost system showed that the three items could be sold profitably, but could not be produced at low enough cost. Most of the firm's products were made on presses. The six profitable ones were so large as to require large presses whose hourly charges were high. For making the large items the big presses were economical. But when the three smaller items were made on them the overhead expense per unit was exorbitant. The small items could not be made on the large presses rapidly enough to keep the unit cost down. For certain reasons it was not possible to install smaller presses.

So in spite of heart-wrenching pain at casting off old friends, the management looked around for a company whose equipment was suitable and whose marketing was done through the right channels. Fortunately one was found. It took over the three products on a royalty basis and now makes a good profit on them. The old owners make twice as much profit on their remaining six items as they did on their former nine. Furthermore, they get a neat return from their royalties. Everyone is happy.

That was a case where product juggling was dictated by manufacturing considerations. Usually it is the inability to sell certain present products, or the desirability of selling additional products, effectively, that inspires the change. As a rule, it is possible, and often highly profitable, to add new machines, new factory departments, or even an entirely new factory building, to make a new product—provided the existing sales force can sell it through its regular channels.

### Juggling for Sales Advantages

Let us consider the case of a three-cornered juggling act in which sales considerations were predominant.

It starts with the Robinson Electric Range Company—names and products are necessarily disguised—whose sales force had established itself firmly with the usual distributional channels of the electric appliance industry. They sold only electric ranges—which was great waste inasmuch as they might just as well have handled a full line of electric household appliances.

This company scouted around for other products to sell. If necessary it was prepared to install in the factory any needed additional productive equipment.

It found what I shall call the Smith Manufacturing Company, which had started out making, let us say, vises. When the electrical washing machine became popular the Smith people were attracted by

(Continued on page 82)

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and STAYS home

Men buy this newspaper in the evening, read it on the way home and carry it into the home where the women, too, read it.

Numerous surveys made not only by The Sun but by other organizations and other newspapers show that The Sun goes and *stays* in more homes in the better residential districts of the city and in the

suburbs than any other weekday newspaper. . . . A survey made in fifteen representative suburban towns shows that The Sun goes and *stays* in twice as many homes as the second evening newspaper; in more homes than all the weekday morning newspapers combined; in nearly as many homes as all the other evening newspapers combined.

OVER 300,000 CIRCULATION

**The Sun**



*The Newspaper of Distinction in its Readers, its News and its Advertising.*

NEW YORK

# New Burns Advertising

**D**URING the latter half of 1933 the General Cigar Company, excepting for a Pacific Coast campaign, did no advertising on Robt. Burns cigars. Advertising resumes this month with a program in forty-five newspapers, small space, weekly insertions with occasional large-space copy.

The company believes that many former 10-cent cigar smokers will swing back to that class as soon as they are able to afford it and the advertising is aimed primarily at that market.

The copy is also subtly but definitely aimed at building good-will for cigars among women. Because women have taken up cigarette smoking so enthusiastically, there is the factor of prejudice to be weighed.

Through the power of advertising suggestion the company is attempting to increase the popularity of the cigar smoker. Women share the advertising illustration on a what might be called blow-somebody basis.



## For Desirables, Only

**C**RANBERRIED Cape Cod, over whose sandy and sea-bathed topography the Pilgrim pioneers seem to have spent practically all their time finding sites on which historical societies later would set up monuments, is on the verge of advertising.

Through its Cape Cod Advancement Committee, the Cape seeks paying guests, leaseholders and real estate buyers; but those who come, the Cape insists, must be the right kind of persons. The wrong kind would hurt values and possibly at-

tract an exodus that would eat with its knives.

Hence, Cape Cod's advertising—so it has been determined by the local interests that raised the money—is to be kept something of a secret. Most definitely, it will not appeal to the general public. Rather it will speak confidentially in mailing pieces addressed to a barricaded list of prospects; and even in the newspapers its copy will stress that here is no invitation promiscuously extended to a stamping, milling herd.

### Corona to Newell-Emmett

Effective May 1, Newell-Emmett Company, New York, has been appointed to handle the advertising account of L. C. Smith & Corona Typewriters, Inc., Syracuse, N. Y.

### Spector Joins Donahue & Coe

I. Raymond Spector, formerly account executive with the Lawrence C. Gumbinner Advertising Agency, New York, has joined Donahue & Coe, New York agency, as vice-president.



More New York homes  
above the lowest  
living-standard  
are reached  
per advertising dollar  
through  
The New York Times  
than any other  
New York newspaper.

*Authority: R. L. Polk & Company's  
Consumer Census of New York*



**C**lose y

an

*Trade Marks and Brand Names* are part of the education of every American. Even youth does not choose to buy when substitutes for branded merchandise—in plainer language, familiar merchandise—is foisted upon it. Witness Junior Morton's inelegant reply—"Nuts."

Junior Morton is a typical AMERICAN boy, a member of a typical AMERICAN family, the Mortons. This family, and the 450,000 other families who read the Chicago American nightly know what they want, and buy what they know

# CHICAGO AMERICAN

National Representatives: Rodney E. Boone Organization

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**"NUTS"**

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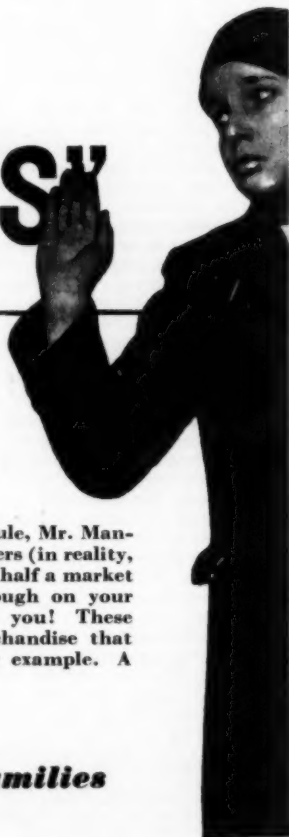
Representing more than half the total purchasers of food in Chicago, their acceptance of your product is necessary for the successful merchandising of food in America's second largest market.

AN boy,  
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Leave the American off your schedule, Mr. Manufacturer, and you leave your dealers (in reality, your Chicago salesmen) with only half a market to shoot at. That would be tough on your dealers. But much tougher on you! These dealers, at least, have other merchandise that is selling—your competitors', for example. A word to the wise is—*Advertise*.

AN

**...gives 450,000 families**  
**Buying Ideas**



# Mobilgas \$16,000 Broadcast

Thirteen Hours of Entertainment Over Air in One Day  
Introduce Product to Coast

FROM symphony to straight comedy, from soloists to an octette, the whole field of entertainment was represented in a one-time thirteen-hour broadcast sponsored last week by the General Petroleum Corporation. The public could take its choice of entertainment preference while the sponsor was establishing a record in radio.

The big show got under way at seven-thirty in the morning, over a network of twelve stations. It continued until midnight, except for interruptions to accommodate previously contracted programs from the East.

Time alone cost in excess of \$16,000. There were one full symphony orchestra, three concert orchestras, six dance bands, two brass bands, three novelty bands, one Hawaiian orchestra, an eighteen-voice mixed ensemble, a twelve-voice male chorus, seven quartettes, eight trios, one sextette, one octette, twenty-seven comedians, twenty-five dramatic artists, and to preside over this extensive amusement offering, ten masters of ceremonies.

The purpose behind the big show was the introduction of Mobilgas, a product new to the Pacific Coast. General Petroleum is an affiliate of Socony-Vacuum and this campaign completes nation-wide distribution for Mobilgas. The program to a lesser degree featured Mobiloil, a companion product.

It was the aim of the sponsor to command the widest possible at-

tention not only on the day of broadcast but to create a program of such impressiveness that it would leave perpetuated interest. Another purpose was the desire to build enthusiastic reception for the new product by a demonstration which would convince dealers that the sponsor is working for them in a big way.

Merchandising of the program, including a large-space advertisement, was run in newspapers opposite full-page color copy announcing Mobilgas. Posters were placed in 2,500 dealer stations which distributed 500,000 circulars. A booklet sent to dealers described the scope of the broadcast and newspaper, car cards and outdoor poster tie-in.

Every effort was made to keep the program free from commonplace commercials. Commercials were either dramatized or put over with gags. Each unit of the program started and ended at irregular times, such as nine-fifty-four and six-eleven, to avoid even a suggestion of formal broadcasting and to emphasize the program's completeness as a show and not a collection of smaller broadcasts.

A unit in the broadcast was a dealer rally held in the morning. This was addressed by H. Defriest, general sales manager of the company, with the radio audience listening in.

The highlight of the program was a unit participated in by a combined cast of 400 people.

## Has Coffee Advertising

The W. S. Quinby Company, Boston, La Touraine coffee and tea, has appointed Ingalls-Advertising, of that city, to direct its advertising. Newspaper, radio and outdoor advertising will be used.

## Corset Account to John-Adams

The American Lady Corset Company, Detroit, has appointed John-Adams, Inc., newly organized agency of that city, to direct its advertising.

## Schuster with "Chicagoan"

Hiram G. Schuster, director of advertising of the Chicago *Daily News* under the late Walter A. Strong, has been appointed advertising manager of the *Chicagoan*. He succeeds Arthur E. Holt, resigned.

## Joins Cecil, Warwick & Cecil

James Kennedy, recently with J. Stirling Getchell and formerly with the J. Walter Thompson Company, is now with Cecil, Warwick & Cecil, New York.

# To Advertisers: Revert

Return to Fundamentals Seen as Way for Selling to Rise to Present Opportunity

By Herman A. Groth

Vice-President, Charles H. Touzalin Agency

WHEN we stop to study the frantic battle of today to animate or force the attraction power of advertising with extra extra big type, trick photography, professional testimonials, and quotations of imaginary, exaggerated, impossible conversations—we wonder at times what has become of the old-fashioned common sense in advertising.

Compare this method with the practice pursued from 1900 to 1913, when many advertising accounts were being built from small beginnings on a pay-as-you-go basis. This was a time when advertising men had to rely solely on their record of results in order to interest other manufacturers who were not advertisers.

In those days, I had the opportunity of observing at first hand the birth and the development of many new advertising accounts.

My respect for these early advertising principles is renewed today as I note the great number of these advertisers who are still the leaders in their respective lines.

Is it possible that we have so over-specialized our field that the advertising type expert, the advertising art expert, the advertising psychology expert, the advertising research expert, the advertising showmanship expert, have caused us to overlook the real purpose—the sound selling power of advertising?

Are these experts helping sell the products advertised or are they using the advertiser's dollar to distinguish their own particular type of ability?

Is the advertiser's dollar being used to establish a "trade-mark" for the agency instead of for the advertiser? In short, is it possible that we have failed in our direction of the specialists' skill?

There is real value in the specialists' ability if it is directed toward getting a profitable order for the advertiser on a sound basis. Actual orders produced on an unsound basis are a liability.

Is it possible that in our frantic effort to be different, to excel in getting attention, there has crept into the scheme of things the tricks of the "one call" salesman?

Are we afraid of the power of the naked truth, have we lost the art of finding the truth about the products we advertise, do we feel that the truth isn't dramatic enough and a false story with a fantastic appeal to the imagination must be created?

Are we spending dollars on cold prospects and pennies on interested live prospects, instead of spending the pennies on cold prospects and the dollars on the interested live prospects?

## Study Some Old-Time Campaigns

Is the time not ripe for the advertiser and advertising agency man to dig up old copies of the national weeklies, the leading women's magazines, farm papers, class and trade papers, newspapers, look up the leading advertisements that appeared from, say 1905 to 1913—and then study these campaigns?

Note the small space occupied by many of these advertisements, the ever-present "you" appeal, the "reason why" and result appeal, the ever-present invitation to have the interested reader take the first step toward a sale, the general use of the booklet or other form of inquiry bringer, the continual offer to supply further information about the product and where and how to buy it.

Then inquire from some of these

early advertisers about the thorough follow-up that was conducted to get the first order from consumer customers, retailers and jobbers.

Have them tell you about the thorough use of class and leading trade papers in order to harvest every kernel of interest awakened by the campaign.

Talk to some of the early jobbers' salesmen about the results that followed. These early builders of advertising may not have passed as expert psychologists, but they *did* know something about human nature. They were not art experts or even type experts, but they did know the power of the Golden Rule. They knew that loyalty and confidence are best and permanently acquired by voluntary service rendered in a spirit of mutual interest.

And that is why so many of the leading products that enjoy the confidence of consumer and the trade today are those that developed their first roots of success in these early days and by fundamentally sound methods.

Yes, times and conditions have changed. The automobile, the radio, the airplane afford us many new opportunities to serve more effectively today, and the retailer who then drew his customers from an area of five miles today draws his trade from an area of fifty.

And when Washington grants the first successful commercial television license, there will grow up within a few years a new billion dollar industry. A new impetus will be given to advertising.

It is true that today's demands and interests of the consumer, stockholder and employee put a

new responsibility on the advertising profession in serving business administrators. And, after all, one of the indices of a profession is that it recognizes fully its responsibility to the public in all of its fundamental activities.

The day for the publicity expert who thrives by his ability to cover up mistakes is rapidly passing out of the picture. But with all the changes that have occurred, or that may occur, human nature remains pretty much the same and real prospects can still best be procured and developed into customers by following the early fundamental principles of advertising.

We need only to return to the fundamental principles of common sense to re-kindle the confidence in the full power of advertising. There may be need for more thoroughness, a need for a deeper study of the problems of business, but even more than that, the use of the printed word in a common-sense manner as if we were face to face with our reader. A fair deal for the retailer and the jobber as well as all other factors in the trade.

There seems to be a great need for comprehensive attention to the little things in advertising. Booklets, folders, letters produced on a basis of cost justified by the task they are to perform, and their use timed and placed to fit in with other sales activities. Window displays, counter displays, demonstrations with motion films are all among the selling tools we should learn to use more effectively.

Let tonnage space billing be our secondary aim, for only in that manner may we *ever* hope again to attain it.



#### Garton with "The Stage"

John Garton, recently publisher of *Sky Lines*, has joined the John Hanrahan Publishing Company, New York, as a member of the advertising staff of *The Stage*.

. . .

#### Adds Golf Ball Account

The Grey Advertising Service, Inc., New York, has been appointed to handle the advertising of Penfold Golf Balls, Inc., of that city.

#### Auer Heads Program Committee

George J. Auer, advertising manager of the New York *Herald Tribune*, has been appointed chairman of the program committee of the annual convention of the Newspaper Advertising Executives Association to be held in New York June 18, 19 and 20.

#### Joins Waters Staff

Walter I. M. Fleishman has joined Norman D. Waters and Associates, New York, advertising counsel.



# THE ABC's

## OF CHICAGO DEPARTMENT STORE ADVERTISING

**A.** 34% of the total department store linage for 1933 appeared in *The Chicago Daily News* (against 33% in 1932).

**B.** 34% of the total department store linage for the first two months of 1934 appeared in *The Chicago Daily News*.

**C.** 40% of the total gain in department store linage in the first two months of 1934 was made by *The Chicago Daily News*.

In 1934 as in 1933 . . . and as far back as the records go . . . **FIRST** in Department Store Advertising.

**THE CHICAGO DAILY NEWS**  
CHICAGO'S LARGEST DAILY HOME CIRCULATION



# Aristocrat of N. Y. Goats

"I AM not a very great authority on goats, never having been around the Horn, but it seems to me Pretzels here has all the requirements of a fine buck goat."

James Montgomery Flagg, heading a beauty contest jury gathered in Central Park last Saturday, picked Pretzels as New York's most beautiful goat and defended his selection in these words. As a result the face of this fine Toggenburg-Nubian will launch a thousand—and more—beer emporiums off on the Bock Beer Season.

Previously the Brewers' Board of Trade, Inc., had conducted contests in the five boroughs of New York and in New Jersey to select those goats that should journey to Central Park for a final contest. Pretzels won and Monday morning had the pleasure (that is if he read the morning papers) of seeing himself in advertisements heralding the new Bock season. Almost every paper around his hometown area is scheduled to carry Pretzels' (his other name is Mr. Manhattan) picture in a campaign which will re-introduce this spring brew after an absence of fourteen years.

Why a contest?

"Well," says Schuyler Patterson,

of the Brewers' Board of Trade, "a goat's head sign has always been the symbol of the short spring Bock Beer season, but through the years this goat's head in some in-



"Mr. Bock Beer 1931"  
—Prize-winning  
goat in the  
prize contest

## Today's the DAY!

Bock Beer is back! After fourteen years the familiar goat's head sign is out again, announcing its return. To old-timers these signs are as welcome as short-leave to a soldier. Even so you must this day! In lifting their flaming goblets high—in a toast to Bock, delighted liquid hankies of spring. To you who were in knee breeches when a glass of Bock last legally tilted across a bar, there is a new experience in store—your first glass of Bock! Bock is here at its best, the brewmaster's first brew of the

spring season, compounded of the finest brewing ingredients—full-flavored, creamy, smooth... a thirst-quencher par excellence.

The Bock Beer season is short, only a few weeks at the most... look today for the traditional sign of the goat... you'll find it wherever beer is sold... step up to the bar and say, "Make mine a Bock!"... or order a case sent to your home... so that your whole family may know why old-timers make their lips at a mere mention of the name... Bock Beer.

## BOCK BEER

THE BREWERS' BOARD OF TRADE, INC.

Baltimore & Annapolis Beer Co., New York	Brooklyn	Long Island Beer Co., (Hempstead)	Brooklyn
Citrus Beer Co. (Tulsa, Okla.)	New York	Long Island Beer Co., (Hempstead)	New York
Pearl Beer Co. (Tulsa, Okla.)	New York	V. Leary's Canadian Brewery Co.	New York
Charles J. Peterson Beer Co. (P. O. Box 12)	New York	North American Brewing Co. (Cincinnati)	New York
The John L. Peterson Beer Co.	New York	The Sun Beer Brewing Co.	New York
Field's Brewery, Inc.	New York	Paul Beer	New York
The J. M. Peterson Beer Co.	New York	Schuman & Schuman Brewing Company	New York
The J. M. Peterson Beer Co.	New York	Sandusky Beer Co. (Sandusky, N.Y.)	New York
Staten Island Beer Co.	New York	The F. & M. Schuman Brewing Company	New York
Staten Island Beer Co.	New York	John F. Trotter, Inc. (White Lake)	New York
Staten Island Beer Co.	New York		New York
Staten Island Beer Co.	New York		New York

stances has come to look more like a horse. We decided to find a real, striking goat's head to grace these posters this year."

Another reason, a little less official, is that beer this season won't be as much news as it was last year—a situation requiring the stimulation of a little advance enthusiasm.

### To Handle Watkins Shampoo

The R. L. Watkins Company, Newark, N. J., is starting national advertising on a new Multifield Coconut Oil Shampoo which it has been developing since 1932. Advertising will be handled by Topping & Lloyd, Inc., New York. Radio will be used in addition to car card advertising which has been the only medium used for this product during the last two years.

### Industrial Group Appoints Keck

E. J. Keck, of the Hugo Wagenseil Advertising Agency, Dayton, Ohio, has been appointed a director of the National Industrial Advertising Association by executives of the Cincinnati Association of Industrial Marketers. The latter group is making plans to expand its field of interest under the eventual name of The Miami Valley Association of Industrial Marketers.



# 150 Codes Demand Honest Advertising

Industry Acts to Clean Up Abuses

By C. B. Larrabee

QUIETLY and with a minimum of fuss, industry has taken a decided and significant step toward honesty and ethics in advertising. If certain events which have taken place since the passage of the National Industrial Recovery Act are followed up, American business will have demonstrated an ability to govern itself advertisingly which the most optimistic would have considered impossible a year ago.

In the trade practice sections of about 150 NRA codes, there are paragraphs dealing with the ethics of advertising. Some of these are much more stringent than others but all of them show a definite desire on the part of industry to eliminate many of the unethical advertising practices which have been carried on under the cover of business necessity. It is significant that in almost every case the suggestion for advertising reform has come from industry and not from the Government. This is particularly true of the earlier codes because when they were drawn up the Government was primarily interested in wages and hours.

The significance of this development has escaped the attention of the advertising business generally because some of the largest industries, such as food, for instance, are not as yet operating under codes. As a result, advertising practices that would not be tolerated by minor industries, if they were to live up to the letter of the codes, are being carried on gaily by some manufacturers who are the largest users of advertising.

Unfortunately, some of the industries that adopted advertising reforms in their codes are apparently forgetting at least a part of their desire to live up to these code provisions. There is no use blinking

at the fact that violations of the advertising sections of codes have been lamentably frequent, considering the stringency of the trade practice sections. These violations have been allowed to pass in many cases, not because the industry was not interested in advertising reform but because the code authority had its hands full taking care of violations which industry happens to consider are much more important.

## Will Receive More Attention Later

This situation should clear itself up gradually. Assuming that the Recovery Act becomes an integral part of business after the expiration of its original two-year term, more and more attention is going to be turned to the trade practice sections dealing with advertising and competitor selling.

In every case the advertising sections of the code are simple and comparatively explicit. The clause that is found most commonly is: "False Advertising—The making or causing or permitting to be made or published, any false, untrue, or deceptive statement by way of advertisement or otherwise concerning the grade, quality, quantity, substance, character, nature, origin, size or preparation of any product of the industry having the tendency and capacity to mislead or deceive purchasers or prospective purchasers is prohibited as an unfair method of competition." In sixty-nine codes that paragraph, with occasional minor modifications, is found.

The second most popular clause is: "Inaccurate Advertising—No member of the trade shall use advertising or other representation which is inaccurate in any material



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ASK her patronage in the right way, and her Answer is all clear and *unmistakable* . . . of successful sales-campaigns attest the fact. She buys in huge quantities, she and her relatives are the best group of their kind in All America . . . buying the food, clothing, and cosmetics for 600,000 New York families. And, above all else, they thor-

oughly and completely believe in the great evening newspaper which they have so long preferred. To them, the New York Evening Journal is America's greatest evening paper and their most *dependable* source of introduction to new products. That is why they *always* answer a sales-appeal in its columns . . . year after year . . . and Today.

# NEW YORK JOURNAL

**A Neverfailing Selling Force**

IONALLY REPRESENTED BY . RODNEY E. BOONE ORGANIZATION

particular or in any way misrepresent any commodity (including its use, trade-mark, grade quality, quantity, origin, size, material, content or preparation) or credit terms, values, policies, services or the nature or form of the business conducted." This is found in fifty-two codes.

In regard to competitive advertising, some thirty-six codes contain the following paragraph:

"Inaccurate Reference to Competitors—No member of the trade shall use advertising or other representation which refers inaccurately in any material particular to any competitors or their commodities, prices, values, credit terms, policies, or services."

It is interesting to note that codes which contain this paragraph frequently also contain either one or the other of the two paragraphs previously quoted.

In eight industries false or misleading advertising, mislabeling or misbranding are included under unfair trade practices without, in some cases, too thorough a definition of the meaning of these terms.

In the following tabulations are shown the various paragraphs dealing with misleading and unethical advertising as now found in codes and the industries operating under these paragraphs. This list is complete as of March 15.

\* \* \*

**False Advertising**—The making or causing or permitting to be made or published, any false, untrue, or deceptive statement by way of advertisement or otherwise concerning the grade, quality, quantity, substance, character, nature, origin, size, or preparation of any product of the industry having the tendency and capacity to mislead or deceive purchasers or prospective purchasers is prohibited as an unfair method of competition.

Artificial Flower and Feather Industry; Asphalt and Mastic Tile Industry; Asphalt Shingle and Roofing Industry; Bituminous Coal Industry; Blouse and Skirt Manufacturing Industries; Card Clothing Industry; Cast Iron Boiler and Cast Iron Radiator Industry; Cast

Iron Pressure Pipe Industry; Chinaware and Porcelain Manufacturing Industry; Cinders, Ashes and Scavenger Trade; Coffee Industry; Coin Operated Machine Manufacturing Industry; Concrete Pipe Manufacturing Industry; Cooking and Heating Appliance Manufacturing Industry; Copper and Brass Mill Products Industry; Cork Industry; Cotton Cloth Glove Manufacturing Industry.

Dry and Polishing Mop Manufacturing Industry; Excelsior and Excelsior Products Industry; Fabricated Metal Products Manufacturing and Metal Finishing and Metal Coating Industry; Fertilizer Industry; Foundry Equipment Industry; Foundry Supply Industry; Fur Dressing and Fur Dyeing Industry; Furniture and Floor Wax and Polish Industry; Furniture Manufacturing Industry; Funeral Vehicle and Ambulance; Gasoline Pump Manufacturing Industry; Grinding Wheel Industry; Hair Cloth Manufacturing Industry; Handkerchief Industry; Hat Manufacturing Industry; Household Ice Refrigerator Industry.

Laundry and Dry Cleaning Machinery Manufacturing Industry; Laundry Trade; Leather and Woolen Knit Glove Industry; Light Sewing Industry Except Garments (Comfortable Division) (Mattress Cover Division) (Table Pad Division) (Quilting Division) (Fabric Auto Equipment Division) (Covered Carpet Padding Division); Lye Industry; Machine Tool and Equipment Distributing Trade; Machine Tool and Forging Machinery Industry; Marine Auxiliary Machinery Industry; Marking Devices Industry; Mica Industry.

Nonferrous and Steel Conveyor Manufacturing Industry; Novelty Curtain Draperies, Bedspreads, and Novelty Pillow Industry; Ornamental Molding, Carving and Turning Industry; Packaging Machinery Industry and Trade; Plumbing Fixtures Industry; Porcelain Breakfast Furniture Assembling Industry; Pottery Supplies and Backwall and Radiant Industries; Powder Puff Industry;

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Precious Jewelry Producing Industry.

Railway Car Appliances Industry; Retail Farm Equipment Trade; Sanitary Napkin and Cleansing Tissue Industry; Shoulder Pad Manufacturing Industry; Silverware Manufacturing Industry; Slate Industry; Slit Fabric Manufacturing Industry; Smoking Pipe Manufacturing Industry; Special Tool, Die and Machine Shop Industry; Steam Heating Equipment Industry.

Unit Heater And/Or Unit Ventilator Manufacturing Industry; Vitrified Clay Sewer Pipe Manufacturing Industry; Wall Paper Manufacturing Industry; Watch Case Manufacturing Industry; Waterproofing, Dampproofing, Caulking Compounds, and Concrete Floor Treatments Manufacturing Industry; Wet Mop Manufacturing Industry; Women's Belt Industry.

\* \* \*

**Inaccurate Advertising**—No member of the trade shall use advertising or other representation which is inaccurate in any material particular or in any way misrepresent any commodity (including its use, trade-mark, grade quality, quantity, origin, size, material, content or preparation) or credit terms, values, policies, services or the nature or form of the business conducted.

**Advertising Display Installation Trade**; All Metal Insect Screen Industry; American Glassware Industry; Animal Soft Hair Industry; Band Instrument Manufacturing Industry; Beauty and Barber Shop Mechanical Equipment Manufacturing Industry; Bedding Manufacturing Industry; Beeswax Bleachers and Refiners Industry; Chain Manufacturing Industry; Cloth Reel Industry; Commercial Refrigerator Industry.

Electric Industrial Truck Manufacturing Industry; Electrotyping and Stereotyping Industry; End Grain Strip Wood Block Industry; Graphic Arts Industries; Hand Chain Hoist Manufacturing Industry; Hotel Industry; Metal Window Industry; Millinery Industry; Motor Vehicle Storage and

Parking Trade; Musical Merchandise Manufacturing Industry; Outdoor Advertising Trade.

Paper Distributing Trade Photo-Engraving Industry; Picture Moulding and Picture Frame Industry; Pipe Nipple Manufacturing Industry; Pipe Organ Industry; Pleating, Stitching and Bonnaz and Hand Embroidery Industry; Ready-Made Furniture Slip Covers Manufacturing Industry; Restaurant Industry; Retail Code and Retail Drug Code; Retail Drug Trade; Retail Food and Grocery Trade; Retail Jewelry Trade; Retail Solid Fuel Industry; Retail Trade; Robe and Allied Products Industry; Rolling Steel Door Industry; Rubber Manufacturing Industry; Rubber Tire Manufacturing Industry.

Savings Building and Loan Associations; Schiffli, the Hand Machine Embroidery, and the Embroidery Thread and Scallop Cutting Industries; Stay Manufacturing Industry; Steel Wool Industry; Trucking Industry; Used Textile Bag Industry; Venetian Blind Industry.

Wholesale Food and Grocery Trade; Wholesale or Distributing Trade; Wiping Cloth Industry; Wool Felt Manufacturing Industry; Wool Textile Industry.

\* \* \*

**Inaccurate Reference to Competitors**—No member of the trade shall use advertising or other representation which refers inaccurately in any material particular to any competitors or their commodities, prices, values, credit terms, policies, or services.

**Advertising Display Installation Trade**; Animal Soft Hair Industry; Beauty and Barber Shop Mechanical Equipment Manufacturing Industry; Bedding Manufacturing Industry; Beeswax Bleachers and Refiners Industry; Cast Iron Boiler and Cast Iron Industry; Coffee Industry; Commercial Refrigerator Industry; End Grain Strip Wood Block Industry.

Graphic Arts Industries; Hotel Industry; Metal Window Industry; Millinery Industry; Motor Fire Apparatus Manufacturing Indus-

try; Musical Merchandise Manufacturing Industry; Outdoor Advertising Trade; Paper Distributing Trade; Picture Moulding and Picture Frame Industry; Pipe Nipple Manufacturing Industry; Pipe Organ Industry; Pleating, Stitching and Bonnaz and Hand Embroidery Industry.

Ready-Made Furniture Slip Covers Manufacturing Industry; Retail Code and Retail Drug Code; Retail Drug Trade; Retail Food and Grocery Trade; Retail Jewelry Trade; Retail Trade; Robe and Allied Products Industry; Rolling Steel Door Industry; Rubber Manufacturing Industry; Rubber Tire Manufacturing Industry.

Saw and Steel Products Manufacturing Industry; Schiffli, the Hand Machine Embroidery, and the Embroidery Thread and Scallop Cutting Industries; Stay Manufacturing Industry; Steel Wool Industry; Venetian Blind Industry.

\* \* \*

The eight industries which place false or misleading advertising, mislabeling or misbranding under their trade practice section are: Secondary Aluminum Industry; Stone Finishing Machinery and Equipment Industry; Wire, Rod and Tube Die Industry; Industry Engaged in the Smelting and Refining of Secondary Metals into Brass and Bronze Alloys in Ingot Form; Oil Burner Industry; Paint, Varnish and Lacquer Manufacturing Industry; Printing Equipment Industry and Trade; Salt Producing Industry.

\* \* \*

As might be expected, some industries have developed their own individual definitions of unfair advertising. How this operates is indicated by the following:

Any misrepresentation in connection with the sale or advertisement for sale and/or marking of any malleable castings with the intent or effect of misleading or deceiving purchasers or prospective purchasers regarding their quality, composition, or service features.

Used by the Malleable Iron Industry.

The making of statements by advertisement or otherwise and selling or offering to sell any automotive merchandise with intent to deceive purchasers or prospective purchasers is an unfair method of competition.

Used by Wholesale Automotive Trade.

The false marking or branding of ladders or ladder products, or any misrepresentation in connection with the advertising or sale of such items for the purpose of misleading purchasers.

Used by Ladder Manufacturing Industry.

Fraudulent and deceptive practices, including false or misleading advertising, mislabeling or misbranding is unfair competition.

Used by Luggage and Fancy Leather Goods Industry.

To publish or disseminate in any manner any false advertisement of any macaroni product. An advertisement shall be deemed to be false if it is untrue in any particular.

Used by Macaroni Industry and Raw Peanut Milling Industry.

No manufacturer shall, through the medium of his catalogue, advertisement, or any other printed matter or by his representatives, make any statement or inference reflecting upon the methods of business procedure of his competitor or make any false and misleading statements regarding the product or price of a competitor.

Used by Machine Knife and Allied Steel Products Manufacturing Industry.

Advertising of such character as to mislead with respect to value, quality, manufacture, or construction of products is unfair and in violation of this Code.

Used by Boot and Shoe Manufacturing Industry and Cleaning and Dyeing Trade.

Advertising Ethics—No manufacturer shall use false or misleading statements or illustrations in catalogs or any form of advertisement.

Used by Fishing Tackle Industry.

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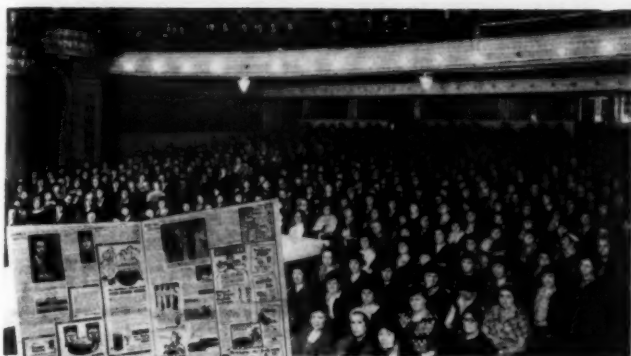
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## THEY CAME...

*and they listened intently*

For four days (March 13—16), Indianapolis women filled Keith's Theatre to hear Mrs. Frances T. Northcross, lecturer at the Ninth Annual Indianapolis News Cooking School.

And if the rapt attention given Mrs. Northcross was any indication, many Indianapolis families will dine on delicious meals prepared from News Cooking School recipes.

In 1933, The News carried 58.7% of all national groceries lineage available in Indianapolis—and 55.6% of all local grocery lineage. In January and February, 1934, The News carried 54.6% of all national groceries lineage in Indianapolis and 58.5% of all local grocery advertising.

It is entirely natural that The News Cooking School should be a success year after year. The Indianapolis News is read by the majority of the families in Indianapolis and its retail trading territory . . . it is the accepted buying guide of these families . . . it carries the most food advertising.

But the ability of The News to do a thorough selling job in the Indianapolis market is not confined to food advertisers . . . it is available to every advertiser. The cost of getting profitable results is low because The Indianapolis News can do the advertising job ALONE.

## THE INDIANAPOLIS NEWS

**SELLS THE INDIANAPOLIS RADIUS**

New York: Dan A. Carroll  
110 E. 42nd St.

Chicago: J. E. Lutz  
180 N. Mich. Ave.





**JIM GRUNTS CHAMPION WRESTLER SAYS "WRIGLEY'S GUM GETS A HOLD ON YOUR TASTE THAT NO OTHER GUM CAN BREAK IT WINS OVER ALL COMERS. YOU CAN PIN ME DOWN TO THAT."**

## Salute to Testimonials

**T**ESTIMONIALS have always been fair game for the irreverent. Unfortunately some of them are basically so funny that to burlesque them is as thankless a task as that of parodying Gertrude Stein. Gertrude's esoteric repetition of almost nothing at all is really its own best parody—and this goes for a lot of testimonials.

Wrigley, however, in an effort to add its share to the gaiety of the nation—and to its own net profits—has introduced some burlesque testimonials into its recent

car cards. The card shown above is an excellent example of the Wrigley Bronx salute to the stars of stage and screen.

The cards have, in addition, a quite practical tinge. They are in black and white where most cards are in color—and (this is where the practicality comes in) they are printed on both sides, giving each card a double duty job. Thus the company gets two messages a month from the same card.

The cards feature Wrigley gum as a line and not a single brand.

### Baltimore "Post" Sold to Hearst

The Baltimore *Post*, evening newspaper, was sold last week by the Scripps-Howard Newspapers to the Baltimore *Evening News*, of which William Randolph Hearst is publisher. The papers have been combined as the *News and the Post*.

The sale was negotiated by William W. Hawkins, general manager of the Scripps-Howard Newspapers, and Thomas J. White, general manager of the Hearst Newspapers.

In announcing the sale, the *Post* said it had "during the last thirteen years demonstrated to the satisfaction of its owners that there was no hope of success in Baltimore as long as there were three afternoon newspapers in the field. Being unable to buy either of the other two, Scripps-Howard therefore sold."

### Has Gilmore Oil Account

The advertising account of the Gilmore Oil Company, Los Angeles, Red Lion Gasoline, etc., is now being handled by Botsford, Constantine and Gardner, Pacific Coast agency.

### Dime Novel on the Air

Straight and hearty as he nears his seventieth birthday, Gilbert Patten who, under the name of Burt L. Standish, was the original creator of Frank Merriwell, is bringing that adventurous character of dime novel days to life again—only this time on the air.

Frank Merriwell's Adventures will be broadcast under the sponsorship of Dr. West's tooth paste, three times a week for fifteen-minute periods.

Mr. Patten wrote more than 270 Frank Merriwell stories between 1896 and 1914.

### Buy Sarasota "Herald"

Ten permanent and winter residents of Sarasota, Fla., have acquired ownership of the Sarasota *Herald*. George D. Lindsay, editor and general manager, has retired. Among the new stockholders are: Samuel W. Gumperts, managing director of the Ringling circus; Ralph C. Caples, president of The Caples Company, advertising agency; Powell Crosley, Jr., president, Crosley Radio Corporation, and C. W. Joreca.



# Short Collection Letters That Pull

Three Series That Bring Over 80 Per Cent Returns

By Don Gridley

**E**XPERIENCED collection correspondents long ago discovered that so-called tricky letters are in the large majority of cases less successful in bringing in money than the simple, straightforward request.

This observation is borne out by three series of collection letters which have been highly successful without using any epistolary pyrotechnics as simple, straightforward efforts at collection.

The first series, used by The Enro Shirt Company, is described as follows by S. Brody, of that company.

"Almost invariably after an account has become ten days overdue we send out the following letter:

You were forwarded a statement as of January 1, for comparison with your records.

The following invoice has matured and is still open according to our books:

Date.... Terms.... Amount....

Will you kindly check this item and advise if our records agree? If they do, your check will be appreciated.

Yours very truly,

"This is, of course, a very common form letter and needs no comment.

"Should we have no response within ten days, we follow it up with letter No. 2, as follows:

When we wrote you on ..... and called to your attention our statement of January 1, which showed the following invoices as past due, we thought you had overlooked the matter:

Date.... Terms.... Amount....

Of course, we know it is not your intention to neglect these items and you must have some very good rea-

son for not writing to us about the matter.

Won't you please take the time to check these items against your records today and tell us by return mail when we may expect your remittance?

Assuring you of our best wishes, we are

Yours very truly,

"These two letters usually bring in between 80 per cent and 85 per cent of the accounts.

"Our typical third letter is as follows:

## GENTLEMEN:

Our files indicate that we have not as yet been in receipt of settlement covering past due balance in your account in the amount of ....., requested in our communication of ....., We are naturally anxious to adjust this portion of your account, and will certainly appreciate your kindness in arranging to forward us remittance upon receipt of this communication, or advising us when you will be in position to submit it to us.

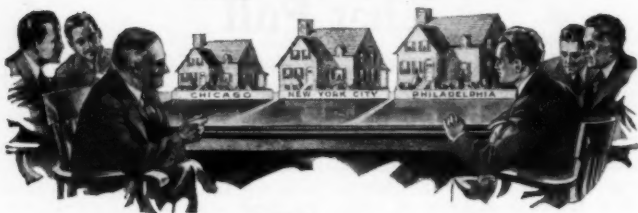
With assurance of our appreciation for your prompt consideration and kind regards, we are,

Yours very truly,

"In such cases where we receive a response setting a definite date, we immediately acknowledge and advise that we had set up our files for that date and will look forward for their voucher at the specified time. Those that promise payment, but do not specify when they will make it, we attempt to get adjustment from in either notes or post-dated checks. A letter that we have found effective in this connection, is the following:

We are in receipt of your communication of ..... advising that

CHICAGO	NEW YORK	PHILADELPHIA
209,685	294,037	364,457
single-family dwellings	single-family dwellings	single-family dwellings



## They can hardly believe their Census!

"You mean, don't you," queried one sales manager, "that Philadelphia has more individual homes than New York or Chicago in *proportion to population*?"

We do not! There are no percentages or proportions involved. By actual count (U. S. Census, 1930) Philadelphia has 70,420 more single-family dwellings than all of New York City; 154,772 more than Chicago.

Philadelphians are *home people*! Though they have built the third largest city in America, they have preserved that love of a home; preserved it by spreading *out* instead of building *up*; preserved it with street after street and mile after mile of single-family homes.

Philadelphia presents a striking contrast with other great population centers: 91.6% of all dwellings are single-family homes. Only 2.3% of the dwellings are apartment houses. Tenements are unknown.

## THE PHILADELPHIA

ROBERT McLEAN, President

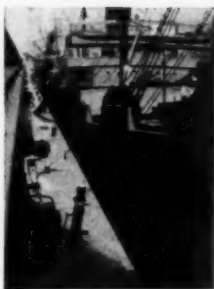
NEW YORK 247 PARK AVE.  
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CHICAGO 333 N. MICHIGAN AVE.

BOSTON

*Port of Philadelphia has  
greatest year in 1933*

The Port of Philadelphia set an all-time record in port traffic during 1933, surpassing the previous record year of 1930 by more than a half million gross registered tons. The total for the year reached 53,372,207 tons, an increase of almost 12% over 1932.



If you have a product that will add to the comfort and convenience of home living, bring it to Philadelphia—the greatest *home proving ground* of all. You can reach every member of nearly every family in Philadelphia's home newspaper—The Evening Bulletin.

Just as Philadelphia has grown great in homes, The Bulletin has grown great in home circulation and influence. Today's 504,822 net paid daily (1933 average) is a voluntary expression of the confidence and reading interest which Philadelphia has in The Bulletin.

And the advertising cost, for thorough coverage of this greatest market of homes, is one of the lowest among all newspapers in America.



The circulation of The Evening Bulletin has been called the most intensive newspaper circulation in the world. Year after year it blankets urban and suburban Philadelphia . . . selling nearly as many copies as there are homes. The Bulletin's growth has been normal and natural. Premiums, prizes or circulation contests are never used. Its circulation depends upon the reading interest of the Philadelphia home.

*"In Philadelphia Nearly  
Everybody Reads The Bulletin"*

# EVENING BULLETIN

WILLIAM L. McLEAN, Jr., Vice-President & Treasurer

755 BOYLSTON ST.

DETROIT 321 LAFAYETTE BLVD.

SAN FRANCISCO 5 THIRD ST.

you are not in position to take care of your indebtedness with us in the amount of . . . . at the present time, but will mail us your settlement "just as soon as you possibly can."

We are sincere in our desire to co-operate with you and should be more than pleased to grant you further extension. Our own obligations, however, are very heavy at this time of the year, and we can use funds with which to meet them to great advantage. May we not suggest that you adjust the above indebtedness in a series of notes as follows:

Note No. 1, Amount, due . . . .

These will serve the twofold purpose of placing at our disposal instruments for use for the purpose of discounting with our banking connection should our current needs necessitate it, and give you additional time in which to meet your obligation with us.

We trust that you appreciate our position in this matter, and that you will favor us by returning the enclosed notes properly signed by return mail.

Trusting that you will give this matter your favorable consideration, and with kind regards, we are

Yours very truly,

"Those accounts that still remain unpaid fall in two classifications. Those that we wish to continue selling and those accounts we would rather not handle any more. In regard to the first classification, we very often turn it over to one of the officers who writes a personal letter, that in nine cases out of ten is effective in producing a settlement. The others, we threaten to draw draft and without fail carry out our threat."

Of the second series, used by the Katz Underwear Company, N. F. Frailey, of the credit department, says:

"The series was used by us during the month of December, 1933, when 142 'first request' letters were sent out. Before the end of the month, when statements were again issued, we had obtained the payment of all but four of the accounts. The results were very gratifying, and the letters must have been effective.

### First Request

GENTLEMEN:

Perhaps you have overlooked our charges of October 20. They are past due, you know. Payment at this time would be greatly appreciated by us. May we look forward to it?

Respectfully yours,

• • •

### Second Request

GENTLEMEN:

You did not respond to our letter of . . . . . We do not think you deliberately intended to neglect this payment. Probably overlooked it. Will you please favor us with your check without further postponement. It will be appreciated.

Respectfully yours,

• • •

### Second Request (Seasonal)

GENTLEMEN:

Undoubtedly, seasonal activities caused you to neglect our request of November 27. Immediate payment of our charge of October 12 would favor us greatly. We ask that you do not longer postpone it.

Respectfully yours,

• • •

### Final—Before Collection

GENTLEMEN:

You have continued to neglect our requests for payment of . . . . . Don't you think we are entitled to something definite in regard to this? After all, the obligation is considerably past due and we are justified in urging payment without further postponement.

Our arrangements permit us to retain control of this account until . . . . . If, by that time, we fail to receive your check, collection will be transferred to others.

We hope you will avail yourself of this opportunity for direct payment. It will be so much more satisfactory.

Respectfully yours,

L. H. Bond, of the Bond Pickle Company, says of a series used by his company:

"This series of collection letters has hardly ever failed to produce the desired results. About 85 per cent answers are received before

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Letter 6 is mailed. If we have to write more we know before we get to the end of the series, that we might have a tough time collecting the money but frequently the very last letter, Letter 10, has brought the money to us by a wire.

### Series 1

A matter of routine \* \* \* nothing more than the hope that you will now be glad to send us your check for \$....., the amount of your (House) invoice of .....

### 2

We know perfectly well how quickly the months slip by, how sometimes unavoidable your usual practice of paying monthly may be omitted, and we are quite sure that you will now wish to send us your check for your (House Name) invoice of \*\*\*\* (date). The amount is \$.....

### 3

Why not have a fine understanding about your (House Name) invoice of (date)?

The fact that your name is on our charge account list is in itself a proof of our full confidence. The further fact that there has been a little delay, unusual for you, leads us to believe that there must be some mighty good reason.

Now, we have not the slightest disposition to press. Perhaps we can help, and we are wholly ready. If for any reason whatever you will wish to postpone this matter, tell us about it, and we will gladly go the whole distance, or all of the way.

### 4

Suppose we make it a personal matter \*\*\*\*\* your (House) invoice of (date).

There are always two sides to any question.

To us, however, your side is the important side, and we are eager to do anything, everything within our power to meet your convenience rather than our own.

Because of our fullest confidence in you, we opened your account gladly. There was the usual understanding that invoices should be paid monthly. We are not disturbed when an occasional month slips by. When we hear nothing for several

months we like to feel that there is some very good reason, and we want to know it because we want to help.

Unless, of course, it is now convenient for you to send a check for the amount of our invoice.

### 5

Is it quite fair?

There's your Bond Pickle Company invoice for \$..... dated.....

Here we are, have been all along, ready to meet you far more than half way, and we have told you so four separate times. Not a word from you.

The way out is so easy. Tell us about it, just tell us, and see how prompt we are, how whole-hearted in our endeavor to make it pleasant for you, convenient for you to do the thing we know you really want to do, namely, to get our invoice paid up.

### 6

It hurts, not so much from the dollar side as from the justice side of it.

We can conjure up in our minds any number of legitimate reasons why an over-long delay in the payment of your (House Name) invoice might be unavoidable. What we cannot reconcile, however, is the complete silence, especially when a mere word of good faith would have delighted us to leave it all to you.

How much further do you think we ought to go along the road to the day when we shall receive your check for \$..... which is the amount of our (date) invoice?

### 7

There's inevitably a breaking point.

It's that way with our patience sometimes, and one of those sometimes is just around the corner.

Don't for your sake, ignore your (House Name) bill a minute longer. Never mind our side of it, consider your side, the credit reputation involved, the \*\*\*\*\* well, just stop to think that you owe the (House Name) \$..... and have owed it for ..... long months.

### 8

Do we, or do we not?

In other words, shall we adjust

your (House Name) bill amicably, or shall it be the other thing?

There are two choices \*\*\*\*\* your check for the amount of your long overdue bill, \$....., or a plan which will assure us that this bill is to be paid.

We prefer the check.

9

This note requires an answer by return mail. Do you intend to pay

your (House Name) invoice which is now ..... months overdue?

The amount is \$.....

Remember, please \*\*\*\*\* by "return mail."

10

Unless we receive your check on or before (date) our attorneys will receive instructions to summon you to court.

The amount of our bill is \$.....

## Babe Gets Another Sponsor

YOUNG America early in the year was all set for a contest which was going to bring to numbers of boys prizes from Babe Ruth. But the sponsor of that contest, the Standard Oil Company of New Jersey, ran into difficulties with the Oil Administrator.

It was charged that the contest violated the prohibitions in the oil code against giving away prizes or premiums. The contest was dropped. Ruth was concerned about fulfilment of his promise of fifty free trips to his training camp and, under arrangements made with the Oil Administrator Ickes, it was made possible to carry out the promise.

Ruth, therefore, went off the air on February 9. On April 16 he returns, new sponsor, new contest, new prizes. Three times a week he will be starred on programs advertising Quaker Puffed Rice and Quaker Puffed Wheat. Tying in with the program will be a color comic page and half-page campaign in cities throughout the country. Ruth will also be the axis around which this advertising will revolve.

As with the Standard Oil series, there will be a Babe Ruth club. Applications for membership are to be accompanied by box tops from the Quaker cartons. Each week 1,001 prizes will be awarded.

### Sponsor New Product Show

An Industrial Progress Show will be held in the Hanna Building, Cleveland under the sponsorship of the Cleveland Engineering Society, April 11 to 14. T. J. Maloney, New Jersey Zinc Company, New York, and Forrest U. Webster, Cutler-Hammer Company, Milwaukee, addressing special meetings will discuss the development and re-development of the product and the development of the market for the product.

### Adds Another Quaker Account

The Quaker Oats Company, Chicago, has appointed Fletcher & Ellis, Inc., New York, to handle its advertising on Quaker Whole Wheat Biscuits, formerly known as "Muffets." This agency also is handling campaigns on Quaker Puffed Wheat and Puffed Rice.

### Weiler Appointed

Louis Goldsmith, Inc., Philadelphia, men's clothing, has appointed the Sidney H. Weiler Advertising Agency, of that city, to direct its advertising.

### Start Hansell-Zook Agency

Hansell-Zook, Inc., an advertising agency, has been formed with offices in the Land Title Building, Philadelphia. Standish F. Hansell, president, was formerly vice-president of the Furness-Rayon Corporation and the Corporation Guarantee and Trust Company. W. H. Dunwoody is treasurer. Executive director and general manager is I. N. Levy, formerly president of the Franklin Advertising Agency, Philadelphia.

### New Research Firm

Percival White has been named president and Pauline Arnold vice-president of the newly organized Market Research Corporation of America. This new firm will combine the facilities of Percival White, Inc., and the Arnold Research Service, Inc. Offices will be in the RCA Building, New York.

### Rheingold to Newell-Emmett

Liebmann Breweries, Inc., Brooklyn, N. Y., maker of Rheingold Beer, has appointed the Newell-Emmett Company, New York, as its advertising agency.

29, 1934

Mar. 29, 1934

PRINTERS' INK

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# A FERTILE FIELD



**L**OANS in the Federal Land Bank of Louisville are being closed at the rate of \$1,000,000 a day . . . a rate that will make the farmers of this district the owners of the bank by summer. This fate of retirement is indicative of the greatly improved conditions in the rural sections of this district.

A further index of these conditions is the reduction of the discount rate in the Federal Intermediate Credit Bank of Louisville from 3 to 2½ per cent. This lower rate was made possible by the favor with which debentures from this bank are looked upon by the money markets of the country.

This is a fertile field—profitable for those who till it and profitable for those who are looking for a responsive market for their product. To reach the buyers of this section most efficiently, concentrate your message in—

## THE LOUISVILLE TIMES The Courier-Journal

Major Market Newspapers, Inc.

-:-

Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



# Packages Aid Appetite

Some Forms of Food Containers That Induce Little Folk to Eat More and Thus Increase Sales

ZIMMER-KELLER, INC.

DETROIT, MICH.

Editor of PRINTERS' INK:

I wonder if you could give me a little information? It runs through my mind that I read in PRINTERS' INK some story of how some food manufacturer who included in the design of his package some cutouts for children or some kind of a game. The idea being an extra inducement for the housewives to buy that particular package.

Can you give me the history of this case or any similar cases?

RALPH E. KELLER,  
Vice-President.

**M**OTHERS, from time immemorial, have probably resorted to all sorts of wiles to make children like their spinach. Even with tasteful cereal foods it is sometimes necessary to lure the youthful appetite. Make a game of it and the vitamins and calories are more easily absorbed.

Thus it is that certain of the big breakfast-food manufacturers have resorted to packages that have a strong appeal to the child. Kellogg's Rice Krispies have Mother Goose stories, as related by the Singing Lady of radio fame, told and illustrated on the backs of their cartons. Only one story appears on each carton, but a grocer's supply is likely to contain cartons with several different stories. If one of them appeals to a child, he

will either ask for another story or be glad to get it when his mother next goes to the store—but in either case, the contents of the first package must be eaten first.

Force, a breakfast food which won a name for itself in another generation because of its sprightly trade character Sunny Jim, is again in the market. Sunny Jim is in evidence on the cartons, with his humorous appeal to children.

About a year ago the General Foods Corporation introduced cut-out figures of circus characters, clowns, etc., on its Post Toasties containers. The pictures appear on three sides of the carton. The child is not apt to be content with one set of figures (if they appeal to him at all), for he may acquire a whole circus-full of clowns if he and his family eat a sufficient number of packages.

Makers of breakfast foods—or anything else which helps to make a balanced ration—may be helpful to mothers if in advertising to children, on the package or elsewhere, they whet the appetite for good and proper foods. The danger lies—and this warning does not apply to the advertising of any of the three products above-mentioned—in leading children to believe that they may become Samsons or Sandows or aviators with nerves of steel or heroes of the Daniel Boone variety by diligent application to bowls and bowls of this or that patent cereal.

## Lyndall Joins Cullen Staff

Harry W. Lyndall, formerly in charge of advertising for the Finnell System, Inc., Elkhart, Ind., has joined the Detroit office of the John W. Cullen Company, publishers' representative. He will cover Pittsburgh and Ohio.

## Appoints M. Glen Miller

The advertising account of Free & Sleining, Inc., Chicago and New York, direct radio station representatives, has been placed with M. Glen Miller, advertising agency of Chicago.

## Gets Fabric Account

F. Schumacher & Company, New York, have appointed Anderson, Davis & Platte, Inc., to handle their advertising of both Schumacher and Waverly fabrics.

## Doubles Appropriation

The S.S.S. Chemical Company, Atlanta, reporting that sales thus far in 1934 show a gain of 34 per cent, has increased its advertising appropriation for this year by 100 per cent.



# Bourjois Consignment Plan Protects Dealer

Applied to New Line, It Improves with Age

As Told to Don Masson

By Ralph H. Aronson

General Manager, Bourjois

TWO years ago price-cutting and reckless competition in the toilet goods and cosmetic industry had reached a point where all semblance of retail profits was being destroyed. At that time, while we were searching for some plan whereby we could help the retailer to get out of this rut, our laboratories were perfecting Springtime in Paris, a new line of perfume, face powder, lipstick and other accessories. This was to be a high-priced, quality series which would fall into the same category as our leader, Evening in Paris.

We decided that this new line presented an opportunity for drug and department stores to make a normal profit, as well as to build up a good patronage without predatory price-cutting. However, if we should sell it in the same manner as we were selling our other products—through selected wholesalers and dealers—there would be no chance to discriminate in retail distribution. Price-cutting and racketeer tactics would continue to prevail. In order to eliminate such practices the logical way out appeared to do selective selling to retailers in good standing and only those who were willing to make and maintain a profit. To do this legally we announced our intention of selling the new line on consignment direct to retailers. This meant that we would retain ownership of the merchandise until it was sold by the retailer.

In the summer of 1932 this plan went into effect. It has succeeded far better than we had anticipated. At the end of 1933 our total sales at retail in a year and a half ran into seven figures. At present we

have over 2,000 drug and department store agents selling this line at a profit without the worry of cut-throat competition. New stores are being signed up every week.

There are some interesting highlights in the development of our particular method of consignment selling. We believe it is the first time in the history of the cosmetic industry that a manufacturer has sold one group of products on consignment direct to retailers while his other products continue to be sold to wholesalers and retailers.

## Analyzed Methods of Distribution

When we came to realize that a serious situation existed in retail cosmetics and toilet goods, we analyzed our methods of distribution.

Our plan of distribution had been to sell direct to the retail trade that desired to make full profit on our merchandise, and to selected wholesalers who would co-operate with us to carry out this plan.

We thought that this plan was sufficiently air-tight, and in fact it did work quite well, but in spite of the careful selection that we made of our outlets of distribution, merchandise began to find its way into price-cutting channels.

We then thought that we might change this plan to the plan that we have adopted for Springtime in Paris, but inasmuch as this would involve a tremendous carrying charge, and not knowing how the retail outlets would respond to the new consignment plan, we decided to continue our old plan until such time as the efficacy of the new one was thoroughly tested.

On the other hand Springtime

in Paris was a new line. It had no distribution. Why could not this line be sold strictly on consignment to appointed dealers? We felt that the idea was worth trying out. If it didn't succeed, we could always switch to the other method. If it did succeed, then we were doing our part toward the return of sane retail merchandising. We decided to go ahead and give the new plan a trial.

On our complete list of products, we have forty salesmen thoroughly representing us over the entire country. They call on all types of retailers who sell toilet goods and cosmetics, as well as wholesalers. They sell direct in most cases or through wholesalers as the dealers prefer. With no alterations in the schedules we felt that they could also handle the new perfume on the consignment plan in connection with their calls to sell our other products. It would give them a chance to increase their earnings.

Every salesman was familiar enough with his territory to know which were the leading high-class, well-rated retailers. He was instructed to confine his efforts in the beginning to those retailers who would produce volume sales. This was necessary to get the plan off to the right start. Later, stores producing less volume were approached.

Much to our satisfaction retailers welcomed the plan. Salesmen told them how they could be assured of protected profits. They explained that the perfume was being offered to a limited number of the better drug and department stores in their vicinity. It would be a non-competitive line which would realize a

full profit. Consumers would not come back complaining that they could have bought the same article at half the price next door. The dealer had no investment to make, but he would receive an assortment of the entire line, merchandising helps and a direct-mail sampling campaign to his customers, if he so desired.

At the end of each month we send every dealer-agent an inventory of the amount of merchandise our records show that he had the previous month. The retailer fills out a report giving a list of the merchandise on hand and what he has sold. With this report he includes a remittance for the amount involved at our list price.

Of course, it is only natural that we expect dealers to give the line their full support by displaying it and pushing it. Because we finance the merchandise for him we ask for his wholehearted support and co-operation.

The one difficulty we ran into at first was the irregularity with which certain types of retailers would send in these statements. After some patience on our part and the persistency of our sales-



**DISTINCTION**  
For more women are gifted above others with the distinction of beauty in nature or personality, *Distinction* is offered in distinction among perfumes. In the sparkling character of its fragrance and its exquisite quality guaranteed at each moderate cost, this newest, limited edition of *Distinction* is a new idea for itself.

*Distinction* in *Paris* perfumes have practical qualities and other virtues, in their fascinating character of pale blue and gold, are most convenient Christmas gifts. They are rare gifts of distinction—fascinating combinations that will delight any woman who knows the true things of life. They will also find an extensive range of holiday necessities arranged in luxurious cases. Send for *Distinction* in *Paris* at the better department and drug stores.

Distinction in Paris, Inc., 1000 Broadway, New York City. Made in France.



**DISTINCTION**  
Do you buy the ordinary common things, or do you want the difference to stand out prominently? Buy *DISTINCTION* in *PARIS* perfumes. Its essential, different fragrance will inspire you to release desires in other ways—give you confidence that you are at your best.

*DISTINCTION* in *PARIS* is the most desirable of all known beauty preparations for the new character of its perfume. It is a distinctive fragrance—has the complete notes—perfumes, cosmetics, toilet and other necessities at the better department and drug stores.

Distinction in Paris, Inc., 1000 Broadway, New York City. Made in France.

**BOURJOIS**



Advertising followed distribution in 1,200 selected outlets

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men, these dealers have come to appreciate that, because we must maintain numerous records, the least they can do to keep things running smoothly is to mail in their reports promptly.

National advertising for Springtime in Paris did not appear until last fall. We believe that distribution should come first, advertising should follow. We aimed at distribution in at least 1,200 of the better drug and department stores before doing any national advertising. This goal was reached during the summer of 1933 and the first advertising appeared in September, in a national weekly.

The campaign has now been

broadened to include other magazines with a class appeal. Up to the present copy has been confined strictly to the new line, with one exception. That was a Christmas gift advertisement which featured both Evening in Paris and Springtime.

The cosmetic industry has watched the development of our consignment plan with growing interest. It was such a radical departure that many were skeptical on its outcome. We feel that it improves with age. Our 2,000 dealers regard us in a new light. They appreciate that in putting their interests first we are aiding their return to profitable retailing.

\* \* \*

#### Made Vice-President, Magill-Weinsheimer

Norman I. Taylor, for many years active in advertising and sales promotional work at Detroit, has been appointed vice-president and director of sales of the Magill-Weinsheimer Company, Chicago, printing, lithographing and engraving.

\* \* \*

#### Omaha "World-Herald" Elects

Paul L. Martin, attorney for the Omaha *World-Herald*, has been elected to the board of directors. Other members of the board are the following officers: Henry Doorly, president; H. E. Newbranch, editor and vice-president; W. R. Watson, managing editor and secretary-treasurer, and M. B. McNab, business manager.

\* \* \*

#### Weston Starts Own Service

Franklin S. Weston, former chief of the copy and plan department of Danielson & Son, Providence, R. I., which is being liquidated, has opened his own offices in the Providence-Biltmore Hotel, that city, to serve certain local accounts formerly served by the Danielson agency.

\* \* \*

#### Joins Allen-Klapp-Frazier

John W. Turnbull has joined the staff of The Allen-Klapp-Frazier Company, representing the Middlewest Newspaper List, at New York. He was with The F. F. Alcorn Company, Inc., for twenty years and more recently has been with M. C. Mogensen & Company.

\* \* \*

#### Represents WAVE

Wave, Inc., owner and operator of radio station WAVE, Louisville, Ky., has appointed Free & Sleininger, Inc., as its sales representative in New York and Chicago.

#### Motor Boats and the New Leisure

That the NRA has created an unusual opportunity for the motor boat industry by creating extra hours of leisure for America's workers is the belief of the Chris-Craft Corporation, Algona, Mich. The company is cultivating this new market by advertising a low-priced motor boat at \$495.

\* \* \*

#### Murphy Planning AFA Program

Charles F. Murphy, attorney and former president of the Advertising Club of New York, has been appointed chairman of the general program committee of the Advertising Federation of America convention to be held at the Hotel Pennsylvania, New York, June 17 to 20.

\* \* \*

#### Start "Life Insurance Digest"

The first issue of *The Life Insurance Digest*, published by John J. Daniels, at Rutherford, N. J., will make its appearance April 10. Mr. Daniels formerly was circulation and advertising manager of *Securities*. Sales offices are at 507 Fifth Avenue, New York.

\* \* \*

#### Represented by Ziff

The W. B. Ziff Company, publishers' representative, Chicago, has been appointed American representative of the Rudolf Mosse Agency of Prague. It will also represent the *Levant Fair Paper*, published by the Mosse Agency, of Palestine.

\* \* \*

#### Rea Has Own Service

Fred W. Rea has started his own advertising service, with offices at 165 Post Street, San Francisco. For twenty-three years he was in sales promotion and advertising work with General Electric Company.

# Must Meet Challenge of Private Brands

Can national advertisers, with their attempts to re-establish quality buying, win back the ground lost to private brands? That is the question put by Mr. Ochse in an article in a recent issue of "The Red Barrel," Coca-Cola's excellent house magazine. His answer is encouraging only to those advertisers who have the courage to turn their backs on the old-fashioned methods that caused the rise of the "own" brand.

By William Ochse

President, San Antonio Drug Company

THE breakdown in prices on many nationally advertised products created a price-conscious buying era in which quality was of secondary consideration.

This condition seemingly was encouraged by manufacturers who made no effort to control distribution of their products. Many of them, hiding behind the skirts of the Federal Trade Practice Act, subsidized chain stores with free goods deals, window displays, and premiums for clerks. They paid hidden demonstrators and adopted many other schemes so aptly called "cut-throat practices," which resulted in developing price-conscious retailers.

Competition was once considered the life of trade, but when it was allowed to rage rampant through selfish interest, it developed, as a matter of fact, to be the evil hour of trade. We had the unhappy situation of producers who had created products and established consumer acceptance for them, failing to vision the effect of unrestrained individual selfishness.

What influenced manufacturers? Volume! How was this volume created? By catering to buying power, giving greater discounts and concessions to some retailers, a situation that handicapped many retail drug-stores to meet such competition.

Rising costs, declining volume, and later, the re-adjustment of

hours and wages, also handicapped many retail drug-stores and forced them to seek merchandise with more profit to them, in order to offset losses incurred in cut prices. This accentuated their interest in private or "own" brands, as they were conscious of their ability to distribute such merchandise with more or less success.

In this manner the retail drug trade accepted the challenge of the price-conscious public, when price-cutting reached the "dangerous stage."

We all know what happens when an irresistible force meets a fixed object. This irresistible force in distribution was the price-cutting evil and the fixed object was the buying public.

In the pinching hour of necessity substitutes develop naturally. We as individuals become influenced by the persuasiveness of trained salesmen in the retail drug-stores—men of high personnel and an excellent understanding of human needs. Influenced by satisfactory dealings in the past and having confidence in statements made by them and the assurance of their guarantee that their product will meet the test, we "fall."

Has this situation changed? No co-ordinated activity has been aggressively launched by manufacturers and the other factors responsible in influencing buying habits, seeking to change the attitude of

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the price-conscious buying public.

Sporadic attempts to bring quality back have been tried but no organized activities have been made and until the producer who creates the demand through national advertising realizes that the evils which have been created must be attacked by a strong, active and vigorous campaign of quality buying, no change in the deep-rooted consciousness of the public can be expected, even though a few sincere and earnestly thinking producers are making efforts to influence the public against the evils of price-baiting.

The shrinkage in volume of nationally advertised brands not only is affected by the decrease of buying power but these brands are actually facing a greater difficulty in staging a comeback because of the fact that meritorious private brands have developed so rapidly. In the consumer's mind, quality has not been re-established to the extent that existed before the price-cutting evil became such a dangerous menace.

Many of these private brands today are accepted brands in local areas. And they have reached that position because, in the process of manufacture, many meritorious products have been developed to the extent that they are now equally as acceptable as similar nationally advertised items on which the cost of advertising created a higher consumer price.

#### Private Brand Abuses

There is no doubt also but that abuses in the distribution of "own label" brands have grown, on account of the attitude of this price-conscious public. Many producers have developed products based solely on price. These products have been sold largely through other than retail drug-stores. As a matter of fact, such manufacturers, feasting upon the susceptibility of the public to price, have established outlets through many retail channels which have naturally fallen for the volume opportunity.

Retail grocery outlets have come extensively into the picture, with a

resultant menace to nationally advertised products. This situation has developed to the extent that many producers have seen the need of confining their sales to retail drug-stores.

In order to induce consumer buying, department stores, chain stores, variety stores, and general merchandise stores for some time have distributed private brands as premium-giving products with premiums of all descriptions.

#### Manufacturers Sought Other Outlets

One of the large chain-store operators recently made this statement: "Shrinkage in volume caused manufacturers, under the pressure of maintaining their volume, to seek other retail outlets than retail drug-stores, which are not so much concerned in the merit of the product as they are in developing sales on a price basis, and it naturally followed that quality was sacrificed to the price Frankenstein."

Another large chain drug-store operator has stated: "The fostering of other retail outlets than retail drug-stores, through which the development of national distribution was first incubated, placed manufacturers of own brands in a position to develop sales of private brands of equal quality, in which the cost of advertising represents a savings to the consumer of 25 per cent to 33 per cent of the retail price."

These same views have been expounded by many of the operators of similar organizations who created volume possibilities by inviting the price-conscious public into their stores solely and purely on price appeal.

A lot of water has gone over the mill since the acute breakdown of distribution in 1929. However, now national recognition of this situation has crystallized and the leaders of industry have looked with favor to the national Government, which is experimenting with corrective measures, to change the practices that have resulted in this "dog-eat-dog" era.

No one is more conscious of this

## IF YOU'RE SELLING CHICAGO . . . FIRST

**80.6% of Chicago retail buying is done outside**

**85% of Chicago street car riding is done outside**

*although the street cars carry most of*

**80.6%** of all Chicago retail buying is done outside the "loop," in Chicago's 75 individual community shopping centers (all within city limits).  
(The street cars carry nearly all the neighborhood traffic).

**Only 19.4%** of retail buying is done in the "loop"

**15%** of all street car riding is done in the "loop" (but this is 55% of downtown traffic).

**85%** of all street car riding is done outside the "loop."

Every retail district is centered about one or more of Chicago 400 surface car transfer points.

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# **DO FIRST GET THE MARKET IN FOCUS!**

*is downtown the "Loop"*

*is downtown the "Loop"—*

*cars carry most of the downtown traffic!*

is no coincidence—

Chicago's 75 community business centers (within city limits) which do 81% of Chicago retail business, are all located at street car intersections—transfer points! Nearly every retail store is located on a street car line.

is also no coincidence. The street cars were there first—the shopping centers came later because these transfer points created markets—unloading people with money to spend before attractive windows.

at the total figures—3,800,000 total street car riders daily—3,240,000 outside the downtown district—560,000 in the "Loop."

Two of Chicago's great chains—one drug, the other grocery, are today using car cards because the average Chicago family spends 1½ hours a day in the Chicago Surface Cars.

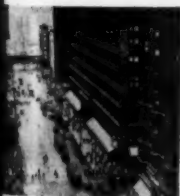
If you can't get your advertising messages over in this period of enforced idleness before an entire city—with color and proximity to point of sale in your favor—why try elsewhere?

If you're selling Chicago . . . we have something you'd like to see. We've just completed the most complete breakdown of the Chicago market available anywhere—shows where business is, how to get it, and what the cost will be—it's open to Sales Managers and Executives.

## **MARRON G. COLLIER CORPORATION**

20 NORTH WACKER DRIVE, CHICAGO

World's Fair attendance exceeded the 1933 crowds... 1,000,000 paid admissions from every state in the Union—Chicago street cars rang up over 50,000 additional fares! A "color picture" in the Chicago street cars give you more national circulation than the ten leading magazines combined... free with total car card contact...



THE LOOP

4 OF 75 COMMUNITY SHOPPING CENTERS



situation than the great American in the White House, who is today guiding the destiny of the nation. The National Recovery Act has undertaken the reformation of methods of distribution, not realizing, however, to the fullest measure, the scope of the many evils that have become so deeply rooted into the field of commodity distribution.

Codes have been established but their influences have been restricted by the selfish interests of large retail distributors, hence no adequate safeguard has yet been provided in the codes. This is not entirely due to the influence of such individuals, but is even to a greater extent the result of the interest manifested by the consumer, who is still what may be called "price-conscious."

The codes did not go far enough. "Invoice cost" lends itself to such a wide interpretation that price-cutting still continues. It is, of course, acknowledged that the producers who create the products and the demand are entitled to the reward. It is also obvious that the great volume of business created by national advertising has stimulated the tremendous volume of business upon which private brands have feasted because of no restricted regulation of price.

The difficulties experienced in the establishment of codes have no doubt proved the fallacy of the methods of doing business to which the distribution of national brands drifted during the period from 1929 to the time of action by the Government, seeking to correct the evils that were firmly fixed by accepted practices.

It is hard for the average American business man to accept the theory that controlled distribution is the safety valve through which

price regulation can be maintained, and yet the facts point in that direction. Such a development will only be determined as the changing times influence the attitude of the buying public. After all, we cannot lose sight of the importance of the buyer (the consumer). However, many producers now see the folly of their methods of distribution where no strictures against the evils of price-cutting were exercised.

As for the value of regulatory legislation, the purposes and objects of the Tugwell bill cannot be questioned so far as the regulation of quality goes. If its administration is not subverted to dictatorship but is concerned with protecting the public against inferior products; if it is regulated in a practical and sound way; it can be made the medium through which quality will return to its reward. But any measure which has to do with safeguarding the public health by a supervision through which quality can be definitely fixed and determined, runs the risk of inciting the consumer to rebel against advances in costs that will of necessity result from restricted production.

The consumer's co-operation can be assured only through re-creating in his mind a value-consciousness recognized as superior to his present price-consciousness.

For their part, the retail druggists met the challenge to their existence by selling private brands and I contend that the sale of own brands has increased because the retail druggist was influenced by the first law of nature—"survival of the fittest." Time only will tell to what extent national advertisers succeed in changing a price-conscious public into a "quality buying" public.

#### Join in Companion Campaign

Side by side, newspaper advertisements of the California Packing Corporation and Best Foods, Inc., featured the new asparagus crop. The campaign, three weeks in duration, ran in four Western States and advertised Del Monte asparagus and Best Foods mayonnaise.

#### Thompson Transfers Kuhl

H. Calvin Kuhl, of the radio department of the J. Walter Thompson Company, has been transferred from New York and assigned to Hollywood as its permanent headquarters. Mr. Kuhl, assisted by Sam Moore and Richard Weil will direct production of broadcasts originating in Hollywood.

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# Decent Advertisers Must Take Lead

From many quarters PRINTERS' INK has been commended for the editorial, "Let's Face the Music," in the issue of March 8. There is no question about the fact that consumers are revolting against the blatant and unethical practices of certain national advertisers. As a result, all advertisers, regardless of their ethical standards, are in danger of suffering. Edward L. Greene, general manager of the National Better Business Bureau, makes some suggestions as to how the honest advertiser can take the lead in cleaning up the situation.

NATIONAL BETTER BUSINESS  
BUREAU, INC., NEW YORK

*Editor of PRINTERS' INK:*

I HOPE your editorial "Let's Face the Music" of your March 8 issue will provoke the serious consideration of advertising executives. The rapidly developing organized consumer interest offers a splendid opportunity or a serious threat to national advertisers. In my opinion, it will be settled according to the sincerity of national advertisers and the regard with which they recognize the consumer interest in advertising practices.

There seems to be little doubt that, as a result of the trade practice codes of the NRA and the proposed Food and Drugs Act, advertising is headed for stricter regulation than has ever been proposed since it came into use.

All this regulation and proposed regulation has inspired expressions of opinion the opposite poles of which would seem to be "There is no public demand for added regulation" and "Advertising serves no useful economic purpose."

Speaking of national advertising, is it use or abuse that is the real issue? We believe the issue is its abuse. We, who have been close to advertisers and close to consumers for a number of years for the purpose of attempting to correct advertising that was detrimental to public interest or amounted to unfair competition, are of the opinion that the abuse of advertising had become so ingrained in some adver-

tisers that they had come to believe that truth was a handicap to their success.

The consumer, on the other hand, although conscious of the unfair attempts to exploit him, has had difficulty in articulating his resentment. Almost overnight, however, he has obtained informed leaders and alleged leaders. Substantial indications are that advertisers have arrived at the "show-down" period; are they for fair play or public exploitation and unfair competition?

Whether advertising is an economic waste or not would seem to depend upon whether it is or is not economically used.

But I don't believe the consumer has a quarrel with advertisers on this issue. His concern is only against advertising that exploits or seeks to exploit him. His interest in advertising will remain as long as his interest in possessing the things advertised remains with him.

If we want to go so far as to support the premise that national advertising is unnecessary, then we must assume that all sales efforts are wasted because, after all, advertising is nothing more nor less than an effort to sell, and why not drop all sales efforts?

All commercial experience demonstrates beyond question the inherent value of sales effort to promote the welfare of society. That sales efforts should be perverted by dishonesty and deception should not surprise or confuse us. It is

merely a logical experience. A certain part of society is always trying to obtain more than it is entitled to. In national advertising, this abuse has grown beyond reasonable proportion and has been harmful and expensive.

It is harmful to the consumer because through confusion he was led to suspect advertisers, but he wasn't well enough informed to set up a clear-cut barrier of resistance to those most responsible for his unfair treatment. Thus we found many of those whose statements were unreliable prospering on consumer ignorance.

It is expensive because it set up unfair competition. The advertiser who could not meet a false copy slant with one equally alluring or who refused to stoop to such advertising practices frequently suffered loss of business.

To advertisers the issue is clear. It is undoubtedly advertising abuses that have caused advertising to be held up to the sunlight of public criticism and it is undoubtedly the responsibility of advertisers to recognize that these abuses exist and to put themselves on record to do what they can to correct the condition.

Some of the largest advertisers resented reasonable restraint and influenced the unhealthy morale to which advertising had fallen. Through it all, however, one great strength of advertising has continued. The consumer wants it and he wants to believe it and he will continue to want it and to want to believe it, and if business is not smart enough to make it believable then he will suggest ways and means to make business carry out his will.

#### **Consumers' Criticism Naturally Extreme**

Left to his own devices for correcting unfair advertising practices, it would be almost impossible for the consumer to avoid going too far in his suggestions for corrective measures. This is no criticism of the consumer attitude. It is merely the natural consequence when any group proceeds to set up regulatory measures without giving

full and equitable consideration to all parties affected.

The same criticism can be directed at industrialists who would proceed to provide regulatory measures without due consideration for the consumer.

We have seen some critical reference to consumer suggestions. Some such criticism is almost a self-evident indictment of the morals of some advertisers. It is rather conclusive evidence that some advertisers have drifted so far from their responsibility as to have assumed the philosophy that the consumer is fair game to the advertiser using the most and sharpest hooks. If, in the process, a competitor or two is harpooned in the back, that's just their hard luck.

#### **Some Take an Inconsistent Attitude**

We have read with considerable interest of the great extent to which advertisers have made surveys so that they may be better informed on the consumer's needs and wishes. Yet, when the consumer viewpoint regarding advertising practices is expressed, we find an attitude of resentment instead of welcome and a wholesome desire to sit around a common table and thrash out difference of opinion so that equitable conditions agreeable to all may be effected.

Bear in mind, it is unhealthy for advertisers to foster, by either design or indifference, practices which encourage consumer antagonism.

Certainly there is a common bond of interest joining the advertiser and consumer. Neither the advertiser nor the consumer groups should feel that the other is antagonistic.

We recognize that there is evidence galore that tends to inspire informed consumer opinion that much advertising is untrustworthy and that there is evidence that some of the so-called consumer opinion is biased.

But for each party to point his finger at the other in criticism and distrust is not bringing the consumer and advertiser together. It is adding fuel to prejudiced think-

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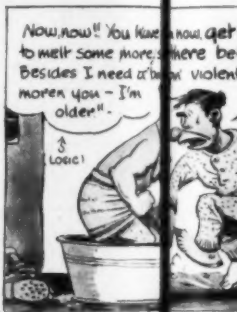
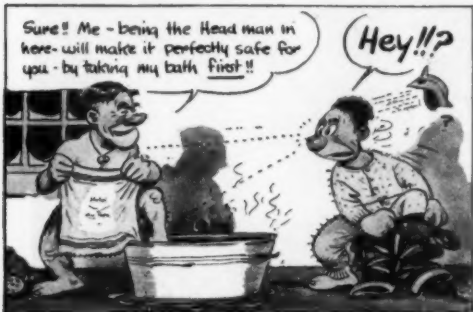
Gains for April Vanity Fair: 101 advertisers, 55 pages of advertising . . . as compared with 68 advertisers, 31 pages in April, 1933. Of these 21 pages were in color as compared to 7 color pages last year.

*The Condé Nast Publications*

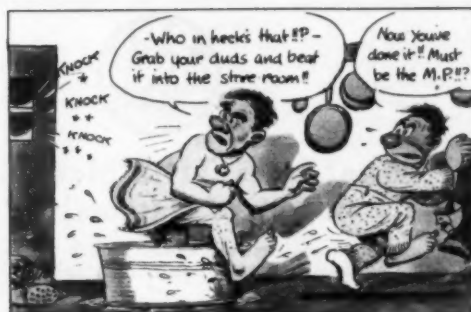
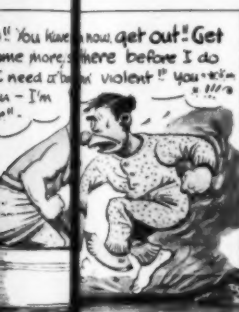
VOGUE • VANITY FAIR • HOUSE & GARDEN

*lead the luxury market*

## SATURDAY NIGHT IN THE A.E.F. When's wor



# When is worth its weight in Cognac By WALLGREN



Wallgren's cartoon appears regularly in The American Legion Monthly. This one stopped you. Imagine its interest to 750,000 Legionnaires. This is but one of many features appealing to a known audience with definite interests. No wonder The American Legion Monthly is read from cover to cover—an ideal place to advertise men's products.

# Cedar Rapids . . .

Fourth City in Size in all Iowa!



## But FIRST In Total Advertising Linage for 1933!



### What Does THIS Mean To The Space Buyers of National Advertising?

- It means that the Cedar Rapids market is of far greater importance than its actual population may suggest.
- It means that Cedar Rapids merchants go after business in a BIG way. As aptly put by a local merchant, "Cedar Rapids people are very susceptible to promotion!"

**Make Sure That  
Cedar Rapids Goes On  
Your Next List!**



"BLANKETS IOWA'S RICHEST MARKET."

## Cedar Rapids Gazette

Represented Nationally by  
ALLEN-KLAPP-FRAZIER CO.

New York

Chicago

Detroit

St. Louis

ing and biased arguments. Such an attitude is against the mutual interest of the consumer and the advertiser and while it is a matter of mutual concern, it seems to me that greater responsibility to obtain harmony between consumer and advertiser rests on the advertiser.

A logical and simple approach to obtain such harmony would be for national advertisers to produce the leadership that would have substantial support for an objective that would consist of a sincere intent to advertise honestly themselves and a demand that others do likewise.

If a substantial cross-section of national advertisers should put some real backbone behind such an objective and make it known to consumer representatives, it would help to place advertising in the respected relation to business it deserves.

Such a program would take courage and understanding, but most of all courage to support honesty. But, given such support, it would supply the inherent consumer desire—advertising that would justify consumer confidence.

We have seen some pathetic examples of the failure on the part of representatives of national advertising interests to recognize obvious dishonest advertising prac-

tices. We have listened to propaganda and seen petty politics exercised to foster opposition to attempts to correct unfair advertising practices.

But, fortunately, we have seen courage supporting simple honesty knock down a whole row of pathetic defenders of deceit. We have seen enough of this to know there is dormant but sound enough leadership material among national advertisers to absolutely rout the superficial leaders of deception.

For the interest of national advertisers, honest leadership must be aroused to assume its responsibility.

The national advertisers' quarrel is not with the spokesman for consumers. It is, instead, with those who have assumed the right to exploit the consumer and who obstruct their business with unfair competition.

The responsibility of advertisers is to support reasonable legal regulation and give sincere co-operation to the efforts made to make national advertising worthy of consumer confidence. They have heard this latter statement so often that it has become trite. But today we believe it has become a matter of vital importance to their welfare.

EDWARD L. GREENE,  
General Manager.



#### L. & T. Radio Appointments

The following appointments have been made in the radio department of the Chicago office of Lord & Thomas: M. Lewis Goodkind, who has been with the agency for several years, has been placed in charge of station relations and publicity. Basil Loughrane, for a number of years with the National Broadcasting Company, has been placed in charge of program production.



#### Heads Motor Wheel Sales

Carl S. Holden has been appointed vice-president and director of sales of the Motor Wheel Corporation, Lansing, Mich. He has been vice-president and sales manager of the Cleveland Welding Company for several years.



#### New Wheeling, W. Va., Business

J. E. Chamberlin has started an advertising and art service in the Register Building, Wheeling, W. Va.

#### Williams & Reilly, New Agency

A new advertising agency, Williams & Reilly, has been established at Chicago by Lewis M. Williams and John R. Reilly. Mr. Williams was for many years with Williams & Cunningham. Mr. Reilly was formerly with the Chicago Daily News and before that with the Crowell Publishing Company and Marshall Field & Company. Offices are at 6 N. Michigan Avenue.



#### Joins "United States News"

G. M. Pearson, who has had a number of years' experience in the field covered by *The United States News*, is now associated with the advertising department of that publication with headquarters in New York.



#### Advanced by "Transcript"

Earl W. Parker, formerly in charge of classified promotion for the Boston *Evening Transcript*, has been appointed assistant classified advertising manager.

# Groucho Says:

## Ask Prof. James What "Predatory" Means

THE chap who makes a brand new motor car doesn't want to make it just like last year's car. Do you blame him? The chap who gets a job as professor of economics doesn't want to settle down and spill out last year's economics to the budding geniuses in his class. Can you blame him for that?

When you're doing the economics job, you've just got to find something wrong to get excited about, or else you will be a sweet amiable old Pollyanna prof—and who wants to be that? That will never get you into any brain trust.

There's a brilliant prof named James in O.S.U. He wrote a book. In it he said:

Predatory labor either fails to satisfy human wants (narrow economic interpretation) or satisfies human wants which the social group considers undesirable (broad social or ethical interpretation). The efforts of advertisers, gamblers, swindlers, patent medicine peddlers, etc., may be viewed as productive according to the narrow economic interpretation if they actually satisfy human wants, but would be viewed as partially or entirely predatory according to the broad social or ethical interpretation.

Ouch! and Hully Gee! Did he say "some advertisers?" No, just *advertisers, gamblers, swindlers, and, "etc."* My grandfather heard an old-time temperance lecturer say that if he were God he would blast and destroy every apple tree in the world. Grandad's comment was that he thought the statement was a trifle strong. Does seem as

if that would be an over-efficient way to bust up the apple-jack business.

Now you wicked advertiser, you know what you are, and the classes of society with which you should associate. Your efforts, if any, to can good beans and get people to buy them, is predatory labor. Now be sure, my dear baker of bread packaged in Cellophane, that you know what that word "predatory" means. You fail to satisfy human wants, you grocer, who tells about your offerings and their prices or your deeds are considered undesirable by the social group. Hurrah for the broad social interpreters!

Have a heart, Professor James! Can't you make one teeny-weeny exception and admit that the man who advertises the *fact* that he doesn't advertise might be approved by the social group? How will the social group know how worthy he is if he doesn't advertise that he doesn't advertise?

Perhaps I don't get it all. Possibly Henry Ford is only partially predatory. Which part is it, the part he puts into making a car or the part he intrusts to advertising headquarters to tell about it? Are you partly or entirely predatory if you advertise your book? Are burglars included in the "etc."? They work hard and wish they could advertise. There are a lot more questions I'd like to ask, because I suspect even with the light shining forth from the professor's paragraph, some fellows may try to keep on being predatory, and I'm against predatory persons.

GROUCHO.

### Murphy Named Wheat Delegate

Frederick E. Murphy, publisher of the *Minneapolis Tribune*, has been appointed a member of the American delegation to the third session of the international wheat advisory committee which will meet in Rome, on April 5. The appointment was made by President Roosevelt.

### Barron Back with "Monitor"

John A. Barron has rejoined the New York advertising staff of *The Christian Science Monitor*, of which he was a member in 1922-23. More recently he has been with the *New York Herald Tribune* and *New York Evening Post*, and was also for a time advertising manager of the Knox Hat Company.



# Salesman Has His Troubles, But So Has Boss

Why Not, Then, Study Both Attitudes?

By Francis Newton

MANY executives claim salesmen are demoralized.

Many salesmen claim they are penalized.

Which is right? Salesmen? Executives?

Perhaps both viewpoints are partially right. Perhaps study and consideration of both viewpoints might effect changes which would set the sails of business toward greater speed, a pleasanter business journey and increased sales and profits.

Then let's listen to the salesmen who say they are penalized:

1. We never get anything from the home office but complaints. Why don't they tell us how sales are going, up or down, what is happening at the office, what they predict for the future and why, what new plans are in the offing? Even plain office news would be mighty welcome to the men in the field. And it would make us feel closer to the organization and more loyal.

2. We need real leadership in the home office. We get bushels of pep talks but not much more. "1934 is here! It's a year of challenge and opportunity for you! Do your part!" Huh. The day of pep talks is over—like the World War. What we need are modern sales helps which will make our work faster and more effective. Some companies do this. Why don't we?

3. When the home office bothers to send us sales records of our dealers, the records are usually two or three months old. The office doesn't realize that such figures are useless in trying to keep a dealer up to quota or to bolster him to greater effort. Modern records and sales accounting would help us salesmen do a better job.

4. Our company has too many

lines. We can't push all the lines and if we neglect some, we're asked why. Too many lines are confusing to the trade and to us. Our effort to cover the whole group spreads our salesmanship thin. If the company would simplify its line-up, it would help the salesmen do a better job. Total sales would be bigger due to concentrated sales effort all along the line.

5. The salesman is expected to be an office man and a salesman. We get a few sales helps from the office but not enough. A portfolio of advertising and what else? We're expected to think up sales talks, originate sales tools and do the selling. If the office supplied enough sales helps, demonstrations and sales stories, we could spend all our time selling and producing. But the sales helps supplied must be practical for the man in the field and not just thought up in an office!

What Does NRA  
Mean to Us?

6. The business picture is changing rapidly. NRA is doing things. Why doesn't the home office tell us what the NRA means to our industry, our products, our dealers? Why don't they tell us how to cash in on the new developments, what to tell our customers to expect and how they can operate to best advantage? It looks like a grand opportunity for us salesmen but we get no official word from the office and so we miss a real chance to do a timely job.

7. The office tells us how they think we ought to sell but they're passing up a much bigger bet. With nearly 100 men in the field why don't they arrange an interchange of practical sales expe-

riences? Each man could contribute one unusual story and every salesman would benefit. This kind of stuff would be "hot" and extremely helpful. It's what we need and would use.

8. Other industries seem to give their salesmen a better break than does ours. They supply more selling helps, more sales stories, more sales contests—and their men make more money. Maybe our industry is old-fashioned. Anyhow we get the same old stuff from the home office—and now we can tell in advance just about what it will be. Why bother to read it? We don't!

9. Why don't the men in the office come out in the field to help us sell and see what we're up against? They're like cheer leaders to urge us on but they fail to really help us. Maybe once a year we see somebody from the office but even then not for long. Their attitude seems to be "We're busy but we came out to see how you're getting along." That's no help! Let them stay in the field to learn what we're up against and then they'll know what they can do in the office to help us get more sales.

10. The home office cut our pay—but we do just as much work as ever. Now that business is getting better, how about more money?

### The Other Side of the Story

So much for the salesmen who say they are penalized.

Now let's hear from those executives who say that "Salesmen are demoralized":

1. Salesmen today know too many reasons why sales cannot be made. They can't forget 1928 and 1929. They can't figure why anybody should buy anything today. They're licked before they start.

2. Why don't salesmen work harder? The company needs the business but most salesmen still fail to start work until nine-thirty, take too long out for lunch, and quit at four. They don't organize their time to make the most calls per day. They lack initiative and seem to be laying down on their job.

3. Our sales force is almost en-

tirely new. We simply had to let our former salesmen go. They were unwilling—or unable—to change to meet the times. New men were recruited, mostly from other fields. Some had no previous sales experience.

4. Salesmen travel, spend the company's money, and live, while on the road, just as well as they did in prosperous years—but they are not really selling. They don't read sales bulletins. They don't study selling. They feel they know all about selling. That's why so many salesmen are changing jobs today.

### Not Welcoming New Opportunities

5. Times are better. More people are buying. Sales are a bit easier. Prices are being standardized. Chiseling is less of a problem. But many salesmen are not welcoming the new opportunities. They're not working harder, doing a better job. Yet we rely mainly on salesmen for our orders. What can we do? Tell us!

6. The depression has ruined the morale of many a salesman. Such a salesman is ineffective and in the main unprofitable. This makes for a big turnover of salesmen, a costly thing for the company. Yet the loss of his job has snapped many a man out of his lethargy and made him a producer again.

7. Most salesmen are in a rut. They call too much on old friends who used to be big accounts. They do not plan their days. They do not make advance appointments to avoid long office waits. Even the spur of better business doesn't incite some men to greater or more intelligent efforts.

8. Salesmen seem unwilling to adopt new ideas. They like to sell in their old way whereas new methods are necessary today for best results. One would think a salesman would welcome new ideas, new helps—but of fifty salesmen, only a few (those mainly new ones!) will accept and use modern sales helps. Salesmen need a new viewpoint.

9. You can't teach an old dog new tricks. We have tried to teach

# PERFECT KNEE-ACTION



## THE PORTLAND—OREGON, JOURNAL IS THE ANSWER TO A SPACE BUYER'S PRAYER

All the bumps and jolts are taken out of this major market when you use *The Journal*. You roll along smoothly to maximum sales results. Apply the Rule of Three for positive proof. Only four other newspapers in cities of 300,000 or over in the entire country fulfill the same desirable requirements of this dependable space-buying yardstick—the **Rule of Three**.

### 1 CIRCULATION LEADERSHIP

The daily *Journal* has the largest daily circulation in the Pacific Northwest. The only daily in this territory with over 100,000 circulation—it has 39% more city circulation than any other Portland daily.

+

### 1 ADVERTISING LEADERSHIP

The daily *Journal* leads in retail linage, general linage, total paid linage.

+

### 1 LOWEST MILLINE RATE

The daily *Journal* has the lowest milline rate of any daily in the Pacific Northwest.



## THE JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES  
New York Chicago Detroit San Francisco Los Angeles H. R. Ferriss, Seattle

new sales methods to old men. It doesn't work. We have only two old salesmen on our force. The rest have been replaced by younger men.

There are many other viewpoints to both sides of the picture. But we have had enough to get a glimpse of the divergent attitudes.

What to do? Such strong feelings on both sides must have in many cases at least some justification.

Perhaps there is a mutual misunderstanding. Let's clear it away. Perhaps one or the other side is wrong. Let's remedy it. Perhaps a study of *both* sides might evolve a progressive plan which would

benefit morale, confidence and teamwork.

For business is like a machine. All parts must co-ordinate and work together. Occasionally adjustments, improvements or replacements are needed. For machinery such things are attended to automatically. Then why not consider personnel, the human equation, as the working units of your business machine, subject to similar adjustments, improvements, or even replacement?

How about *your* business? Is everything fine? Good! Or would a study of the conditions and attitudes of your salesmen be beneficial?

## New British Medium

**T**HE inventive British have just developed a new advertising medium, this time the phonograph record. The British Homophone Co., Ltd., is behind the plan.

Under the plan, says *Advertiser's Weekly*, the advertiser chooses any two tunes which appeal to him or which he thinks are appropriate for his product. British Homophone controls a number of tunes and thus can offer them exclusively during the run of the campaign.

The entertainment section of the record is preceded by a short advertising announcement and is followed by another announcement at the end of the playing. These are similar to the continuity of an

American radio program. Records are double-sided and give full 10-inch recordings.

The advertiser does not pay either for the recording or the artists employed. The records are sold to the public for 2d. and in addition the advertiser pays a similar sum for each record sold.

He only pays for records sold, British Homophone assuming the liability for all those unsold. Thus if of an edition of 100,000 only 50,000 are sold, the advertiser pays only on the 50,000. Audited circulation statements are to be issued each month.

Already two advertisers have signed up for the new scheme.

### To Publish "Wet Goods"

*Wet Goods*, a monthly in rotogravure for club stewards, bartenders, etc., will appear about April 1. It will be published by the Numedia Company, Inc., Chrysler Building, New York, of which Eric Beach is president. William Elliott Phelps is advertising manager, Ned Brown, editor and Mr. Beach, business manager.

### P. W. Stewart Transferred

Paul W. Stewart, of General Marketing Counselors, Inc., has been transferred from the Milwaukee office to the New York office to take charge of the code statistical division.

### Start Freiwald & Coleman

Belmont Freiwald, account executive with Morris & Jones, Inc., New York, for twelve years, and Winston Coleman, art director of that agency for the last nine years, have formed a new advertising business under the name of Freiwald & Coleman. Offices are at 230 Park Avenue, New York.

### With Mailograph

Howard Mack Warner has become secretary of the Mailograph Company, Inc., New York, direct-mail advertising. He formerly was an executive of the Perry Candy Company.

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# Satisfied Customers Speak Out in Meeting

## Seven Thousand Letters Make Convincing Sales Talk

A BOOK of 216 pages of testimonials may not be a record, but it is impressive enough to talk about. However, in the book to be described the word "testimonial"—hated word—is not apparently used a single time. And so it will not appear again in what is to follow.

The book is issued by The Letz Manufacturing Co., Crown Point, Ind., which makes machinery for grinding roughage into feed for farm stock. It is titled, "7,426 Answers to Your Questions."

The questions—more than 100 of them—are indexed in the front of the book. They are just the sort of queries that would occur to a farmer when considering the purchase of a grinding mill. "What is the saving by grinding corn fodder?" "Will grinding make my feed last longer?" "Is pork production increased by feeding ground roughage?" "By grinding roughage, may acreage in feed crops be reduced?" "What is the upkeep expense of a Letz roughage mill?"

Imagine a farmer getting answers to questions like that—and out of the mouths of his kind. Here is the way it is done:

From a half page to several pages are given to each question and the answers. Take the question, "Is it true there is no waste to ground grains and roughages?" Along one margin of the pages devoted to the answers is a list of 108 Letz owners who report no waste, arranged by States and post

office addresses. A farmer in Kansas picks up the book and finds ten of his fellow Kansans there. One of them probably is an address of a neighbor of his.

### Do Letz roughage mills have light drafts?

39

Letz Owners Say

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the problem, Letzback, Ill. S. F. D. No. 1

The very most important thing I like about

this machine is nothing more and not rough-

ly, but the ease of operation. I have only

one machine, but it is better in all ways

than any other I have ever used. (No. 10)

Shannon, Ill. C. W. Smith, S. F. D. No. 1

One of the best things I like about this

machine is nothing more and not rough-

ly, but the ease of operation. I have only

one machine, but it is better in all ways

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C. W. Smith, S. F. D. No. 1

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C. W. Smith, S. F. D. No. 1

We are preparing feed for all kinds of stock

with this, and Letz and Farmall together for

grain. (No. 10)

Shannon, Ill. C. W. Smith, S. F. D. No. 1

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one machine, but it is better in all ways



The No. 100 Long may be completely ground with a 100 mesh. C. W. Smith, S. F. D. No. 1

Shannon, Ill. C. W. Smith, S. F. D. No. 1

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never eat the stalks or coarse hay. Now I grind everything and they eat it all and even lick the man-gers clean. It takes from eighteen to twenty-four acres now to feed my twenty-five cows. Formerly it took twice that number."

And so through the whole list of questions and answers.

Farmers, it is said, like to know all about a piece of machinery before they buy. They want to know about it from the practical side—what it will do. They put stock in the word of their fellow farmers. So it would seem that this book should tell them all they could possibly want to know about Letz grinders.

There is one other convincing feature of the book. This consists of photographic reproductions on every page of actual barnyard

scenes, showing the condition of yards and stalls before and after the machinery is installed. Many of them tell whose barnyard is being pictured and the owner answers his question then and there.

For example, on page 154 is shown the big barn of Clinton J. Keener, Hagerstown, Md., with a grinder in the foreground. Says Mr. Keener: "During the nine years we have had our roughage mill, we have had very little up-keep expense. The mill is in A-1 shape."

It would almost seem that an accumulation of letters like this ought to be entered in some way on a firm's balance sheet. Surely they are of tremendous potential value. The Letz company has succeeded in turning them into a value that is actual and very real.

### New Chicago Club

The Chicago Federated Advertising Club has been established by the Advertising Federation of Chicago, a recently formed league of fourteen of the city's specialized advertising groups.

The new club will succeed to the functions of the old Chicago Advertising Council, whose executive board recently voted to merge with the Federated group.

Elected officers of the new club at its organization meeting last week were the temporary officers of the Federation. These are: W. Frank McClure, president; H. K. Clark, vice-president; Miss Mary Coffey, secretary; and G. D. Crain, treasurer.

### Cleveland Bureau Elects

P. W. Close, division manager of the Standard Oil Company of Ohio, has been elected president of the Cleveland Better Business Bureau. William M. Farrar has been re-elected secretary and general manager and James L. Lind has been re-appointed general counsel. Other new officers are: Vice-president, Atlee Schafer, president of the Schafer-Suhr Coal Company and, treasurer, C. F. McCahill, business manager, *Cleveland News*.

### To Handle Fence Account

The Rusticraft Fence Company, Malvern, Pa., has appointed Fox & Mackenzie, Philadelphia, to direct its advertising. Class magazines will be used.

### WWJ Advances Ross

James C. Ross, who has been with the sales department of WWJ, Detroit, has been appointed commercial manager.

### Golfers Start Season

The Advertising Golf Association of San Francisco is planning eight tournaments this year under the direction of E. B. Skinner, its recently elected president.

The first tournament was held recently at the Orinda Country Club while subsequent ones will be held April 12, May 10, June 14, July 12, August 9, September 13 and October 11 at various courses.

Working with Mr. Skinner are the following committee chairmen: Membership, Claude Beatty; prizes, Robert T. Van Norden; handicap, Keene Fitzpatrick and public relations, Austin B. Fenger.

### Standard of Indiana Appoints

In a re-organization of the lubricating department set-up of the Standard Oil Company (Indiana), L. C. Welch has been appointed assistant general manager in charge of the lubricating and technical departments. C. O. Wilson becomes manager of lubricating and industrial sales. L. G. Campbell has been advanced to manager of lubricating bulk sales. J. Clay Lee has been appointed manager of railway sales.

### Starts Own Service

R. C. Riebel, formerly assistant vice-president and advertising manager of the Liberty Bank & Trust Company, Louisville, Ky., has started an advertising service at that city.

### Joins Agency Network

The Brewer-Weeks Advertising Agency, San Francisco, has joined the Continental Agency Network, a group of affiliated advertising agencies.

# ***To Executives***

***interested in the..***

**GROCERY,  
COSMETIC,  
BEER and  
DRUG Fields:**

**A** TWO-YEAR survey showing consumer preferences for various trade-marked commodities in these fields has just been completed.

Owners and major executives may secure charts covering any of these fields by writing to

**JOHN L. CLARK**



*This material is not intended for general mailing nor can it be used for advertising purposes.*



# Politicians and Beer

**Brewer Discusses P.I. Editorial and Asks That Blame Be Placed Where It Belongs**

KINGS BREWERY, INC.  
BROOKLYN

*Editor of PRINTERS' INK:*

The only trouble about taking an occasional crack at the brewers, as you do in the editorial, "Bourbons of Brewing," in your issue of March 22 is that the ones who sorely need advice can't possibly understand what you are talking about. On the other hand, "certain progressive leaders" to whom you refer can understand you perfectly but don't need any advice at all. They are getting along very well, thank you, and observe with the greatest equanimity the dumb behavior of their competitors.

Talking to most brewers about modern business methods is comparable to telling a blind man that his wife is cross-eyed. He would merely get sore, just as the old-time brewer does. And he certainly wouldn't call in an ophthalmic surgeon, because he never heard that there is such a profession.

But while we are discussing the industry we, ought to leave the poor brewers alone and take a little time to raise hell with the politicians who have piled one difficulty on top of another apparently to put as many breweries as possible out of business.

It is true as you state that in the first year of legalized beer we will drink about half as much as we consumed in 1916. But, don't forget that we are going to pay more than twice as much for it.

**Increased Beer Consumption  
Not Likely**

Our annual per-capita consumption during the last three or four years of legal beer was in the neighborhood of twenty gallons. It will be around six during the first year of legalized beer. And there it will stick for a good long time to come, unless something is done to put a stop to the actual persecu-

tion that is going on at present.

We legalized beer on the plea that it was harmless and healthful and that we needed the revenue and we proceed immediately to act as if that plea were nothing but a pretext. We make liars out of ourselves by treating beer as if it were a narcotic drug from which the people needed to be protected.

And on top of that we defeat the other purpose of legalization with a lot of taxes, license fees and other ridiculous restrictions that hamper the best of brewers at every turn. You're right about a lot of brewers being dumb, but the dumbest brewer on earth is a master-mind compared to the average politician—particularly the ones who are now making a political football out of the brewing industry to further their own petty ambitions and their notorious avarice.

**High Taxes  
on Beer**

In the face of a score of little petty annoyances and hindrances to the beer business our statesmen have taxed the alcohol in beer at the rate of about \$6 a gallon and the alcohol in hard liquor at the rate of about \$2. And the latest astounding intelligence is that Washington is doing everything in its power to make liquor cheaper, but taking no steps whatsoever to reduce the price of beer. As the result, we are faced by the silly situation of draught beer actually costing more than bottle beer. The working man must pay a dime for a stingy eight-ounce glass of beer over the bar, but he pays only eight and one-third cents for a bottle.

No wonder a lot of the brewers who are not too bright to begin with, are walking around in circles talking to themselves and finding it rather difficult to understand the conversation.

W. S. LOCKWOOD,  
*Advertising Manager.*



# It's Time to Get Up

Wherein There Is a Thought for Gearing Retail Selling to Current Advertising Copy

By P. H. Erbes, Jr.

IN the interest of business and possibly social progress in these United States, it is to be hoped that the recent installation of a "Sleep Shop" in a New York store is the alarm clock which will effect a long overdue awakening on the part of this country's merchandisers. They have been napping badly.

For the benefit of those who have been spending all their time on the codes lately, perhaps a review of the nature of the "Sleep Shop" is in order before the indicated marketing implication is gone into.

The "Sleep Shop" is a department at Lewis & Conger's in which are grouped all manner of items that have a bearing on the universal problem of getting some sleep. Not just beds, but decaffeinated coffee, ingredients for soothing milk drinks, noise silencers, lotions, ventilators, special pillows, sleep shades, quieting bath preparations—everything that may help induce a deep and healing unconsciousness. Although no herds of sheep are carried in stock, Lewis & Conger are doubtless in a position to furnish short-notice delivery on order.

There is an underlying significance in this that extends to virtually every branch of marketing. The various products are placed before the consumer not, mark you, in accordance with their own physical characteristics or some outworn retailing tradition, but in their mutual relationship to human use. Consumer selling here goes out to meet the human need or desire and helps express it, instead of leaving it to the prospective purchaser to wander through life and department-store aisles in search of a solution for his or her problem or problems. Of which sleep, incidentally, is only one.

That this sort of use-grouping of merchandise is to the advantage of the retailer in providing a better service and therefore selling more goods seems fairly obvious. But it goes further than that. The manufacturer has an equal, if not greater, stake, and for a reason that makes manufacturers as a group appear appallingly lax in not having conceived and pushed the idea long ago.

For years the use of the product, rather than its dull intrinsic attributes, has been the essence of the manufacturer's advertising. He has seen that people act in accordance with their deeply rooted instincts and desires and has fitted his mass-selling messages to that mold. He has interpreted the breakfast cereal, for example, not as a mere brown heap of roasted wheat shavings, but as an instrument to broader happiness, a more abiding love or a \$5 a week raise. The advertiser, in other words, has not only recognized the value of presenting the product use-end foremost in his copy, but has actually spurred this inherent consumer approach to buying into new and wider channels through constant education.

## Carrying Through to Point of Purchase

It is plainly the manufacturer's business, through educating retailers, to see that the same pattern is carried through at the point of actual purchase, in order to make his advertising fully efficient.

A rough idea of the potentialities of thus gearing the retail selling arrangement to modern advertising may be had by examining briefly a few of the more striking possibilities, taking the cues, of course, from current advertising copy. These suggestions might be worked out both in revising de-

partment-store structures and as the starting point for the establishment of entirely new types of specialty outlets.

There certainly should be some central place, for one thing, where people could do something about their *nerves*. One gets nervous, it seems, from a wide variety of causes and in a number of different ways, and a "Nerves Nook" could logically offer a considerable range of antidotes for jangled or otherwise impaired nerves. Such as: Cigarettes, corn remedies, decaffeinated coffees, fresh coffees, tire chains, yeast, brake linings, safety glass, malted beverage preparations and razor blades.

Then there is *happiness*, which calls for a concentration of the proper brands of: Electric refrigerators, radiator glycerine, mentholated cigarettes (happiness is empty if your mouth isn't happy, too), shaving creams, laxatives, bath soaps, drain-cleaning compounds, caskets, steamship and railroad tickets, indigestion tablets, preferred stocks and hair dyes and lots of things.

And, of course, *romance*: Cedar hope chests, lipsticks, molasses (there's a connection), hammocks, more steamship tickets, canoes, perfumes, scented stationery, dish-washing preparations, fingernail polishes and, to make the service complete, marriage licenses.

A *beauty* department, or store, should properly stock far more than a mere collection of cosmetics, as follows: Mattresses, electric light bulbs, tooth brushes, rowing machines, canned pineapple,

electric washers, hairpins, lemons and bran breakfast foods.

The variety to be handled in a *colds* department seems practically unlimited: Heavy underwear, citrus fruits, sedans with no-draft ventilation, all kinds of proprietaries, cod liver oil, rubbers, nose drops, handkerchiefs, vitamin tablets and/or spirituous liquors.

A *social standing* department would of course include: Mouth washes, portable typewriters, correspondence courses, medicated soaps, books on etiquette, dandruff removers and automobiles.

There are numerous other likely applications, including *health*, *contented homes*, *energy*, *reducing* and *leisure* departments. But the above examples will probably suffice to indicate the potentialities.

Over and above the other advantages mentioned, this enlightened merchandising principle would open up the way to a brand new and highly effective type of advertising, carried on co-operatively by the respective interests. Take the sleep grouping, for instance. Almost everyone means to get more sleep and realizes it vaguely, but just doesn't seem to get around to it. There is also the vital competition to the welfare of slumber equipment makers in the form of night clubs, detective novels and neighbors' radios. Think what an advertising campaign could be written in favor of sleep and think what it would mean to the consumption of bedspreads, etc.

Quite a campaign could also be done, with even more interesting results, in behalf of romance.

#### Meinzer Leaves Bohack

Walter E. Meinzer, special assistant to Henry C. Bohack, Jr., vice-president of the H. C. Bohack Company, Inc., Long Island grocery and meat chain, has resigned. He was for six years advertising manager of The Great American Tea Company.

• • •

#### Adds W. F. Zimmerman

Automotive Parts and Equipment Manufacturers, Inc., Detroit, has appointed W. F. Zimmerman to its staff as chief statistician and office manager. He formerly was treasurer of Advertisers, Inc., of that city.

#### Buys Interest in Basso

Ronald C. Crawford has acquired an interest in M. P. Basso & Company, Inc., New York, printing. He was formerly with the J. W. Clement Company, of Buffalo, N. Y., and, more recently, with the Woodrow Press, New York.

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#### Two Accounts to Foley

Louis Burk, Inc., pork products and Frank Schoble & Company, men's hats, both of Philadelphia, have appointed The Richard A. Foley Advertising Agency, of that city, to direct their advertising accounts. Newspapers are being used.

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# Chain-Store Sales for February

Company	February 1934	February 1933	% Chge.	2 Months 1934	2 Months 1933	% Chge.
Gt. At. & Pac. (a)	\$64,271,548	\$61,104,862	+ 5.2	\$124,194,328	\$118,347,283	+ 4.9
*Sears, Roebuck (a)	20,395,895	15,826,847	+28.9	40,782,370	31,488,464	+29.5
F. W. Woolworth..	17,860,446	16,244,993	+ 9.9	35,997,821	32,089,677	+12.2
Kroger G. & B. (b)	16,686,477	14,844,670	+12.4	32,084,202	29,472,813	+ 8.8
*Montgomery Ward	15,421,893	10,131,891	+52.2	30,155,740	20,232,040	+49.0
J. C. Penney .....	11,744,961	8,455,073	+38.9	24,185,194	17,144,450	+41.0
S. S. Kresge .....	8,797,056	8,053,868	+ 9.2	17,621,878	15,760,257	+11.8
S. H. Kress .....	5,083,475	3,895,802	+30.5	10,189,992	7,808,785	+30.5
National Tea (b) ..	4,735,402	4,650,848	+ 1.8	9,079,690	9,578,979	- 5.2
W. T. Grant .....	4,549,610	4,492,044	+ 1.2	9,382,170	8,764,923	+ 7.0
J. J. Newberry ...	2,294,261	1,976,225	+16.1	4,654,602	3,859,346	+20.6
Grand Union (c) ..	2,082,771	1,955,950	+ 6.5	4,603,199	4,338,886	+ 6.1
G. C. Murphy ....	1,584,437	1,222,990	+29.5	3,138,937	2,352,565	+33.4
Dominion Stores (b)	1,481,037	1,501,637	- 1.3	2,854,148	2,899,904	- 1.5
Jewel Tea (b) ....	1,276,473	1,061,842	+20.2	2,491,235	2,157,392	+15.4
Peoples Drug .....	1,250,116	1,185,279	+ 5.4	2,572,252	2,495,891	+ 3.0
Interstate Dept. ..	1,114,774	902,753	+23.5			
Neisner Bros. ....	988,105	831,719	+18.8	1,972,702	1,624,767	+21.4
West. Auto Supply	882,000	651,000	+35.5	1,752,000	1,318,000	+32.9
M. H. Fishman ..	161,181	123,869	+30.1	315,988	225,176	+40.3

\*Includes both chain and mail-order sales.

(a)—To February 24.

(c)—4 and 9 wks. ended Mar. 3.

(b)—4 and 8 wks. to Feb. 24.

## Number of Stores in Operation

END OF FEBRUARY		END OF FEBRUARY			
1934	1933	1934	1933		
Kroger .....	4,368	4,707	W. T. Grant .....	457	449
J. C. Penney .....	1,462	1,474	S. H. Kress .....	230	232
Jewel Tea .....	1,490	1,428	G. C. Murphy .....	180	177
National Tea .....	1,269	1,385	Peoples Drug .....	113	117
S. S. Kresge .....	722	718	Neisner .....	79	79

The Great Atlantic & Pacific Tea Company reports that February sales, expressed in tons, were estimated as 377,782 this year, compared with 409,632 in February, 1933. This is a decrease in quantity of merchandise sold of 31,850 tons, or 7.78 per cent. Average weekly sales in February were \$16,067,887, compared with \$15,276,215 in 1933, an increase of \$791,672. Average weekly tonnage sales were 94,446, compared with 102,408 in February 1933, a decrease of 7,962 tons.

According to a tabulation by Merrill, Lynch & Co., sales of 21 chains and two mail-order companies for February, 1934, aggregated \$204,740,061, an increase of \$26,650,127, equivalent to 14.96 per cent over February, 1933. For the first two months of 1934, the aggregate sales reported by the same 23 companies were \$403,238,125, an increase of \$51,516,127, equivalent to 14.64 per cent over the corresponding period of 1933.

# Advertising Keeps Winter's Memory Alive

American Radiator's New Bid for Business

**I**T was a cold winter. But with warmer weather on its heels a lot of hot resolutions on the part of owners of homes, which were inadequately heated, are going to cool off. Of course cold spells will come again and the houses will be just as chilly but human nature will postpone action until it is too late to do anything about it.

This procrastination is inevitable unless someone follows through. The cue is being taken by the American Radiator Company which is starting a ten-week campaign to remind people that now is the time to get rid of cold zones. Its newspaper and magazine advertising breaks completely from the company's former policy of merely presenting its products.

Instead, copy will emphasize the effect of home heating on the life of the individual. The owner of a home with drafty, chilly spots will be warned that he runs the risk of social ostracism; that if the members of his family, especially the children, must live with "cold zones" in the house, they run the risk of becoming ill.

Newspapers in 140 cities will be used in a ten-week campaign that is almost twice as large as the company's entire newspaper sched-

**"Cold Zone can spoil even the warmest of Hospitality"**

**"COLD ZONES" . . . these drafty, chilly spots that stand in your way.**

**It always seemed to happen just when the game got most exciting . . . guests just arrived . . . then was an uncomfortable silence . . . then came the inevitable request for a wrap. Relations, apologies, even covered your embarrassment when the cold zone in your home made your guests uncomfortable.**

**Your home has its individual charm, you want your guests to be comfortable, and yet, certain spots in your home never seemed comfortable. It was not only uncomfortable, but distinctly unpleasant for your family on these cold, biting days when the temperature dropped to or below zero, and the wind whistled a challenge to your very comfort.**

**Right now - before another winter winds its bitter, chilly chain, like it has this winter, to devastate your comfort, even challenge your health - find out how little it will cost to enjoy the cozy, beautiful warmth of American Radiator Heating. CONFIDENTLY STATE: I WANT MY HOME MADE AS COMFORTABLE AS POSSIBLE AGAINST THE COLD WINTER. Send me the coupon!**

**AMERICAN RADIATOR COMPANY**  
10 West 68th Street, New York, N. Y.  
Division of National Radiator & Radiator Service Corporation

ule for 1933. A feature of its magazine advertising this year is the use of layouts and design that conform to the editorial tenor of the publications they appear in.

## Appoint Providence Agency

Advertising of the following companies has been placed with Lanpher & Schonfarber, Inc., Providence, R. I., agency: Bryant-Stratton College of Business Administration, Providence; the U. S. Bobbin & Shuttle Company, Manchester, N. H., and the Paramount Line, greeting cards.

## Parker with Sellers Service

Will Rogers Parker has been made vice-president of Sellers Service, Inc., Chicago and New York, advertising agency, and placed in charge of its New York office. He at one time was with McCann-Erickson, Inc., and more recently has been with the Brisacher and Doremus agencies in San Francisco.

# You're Right, Mr. Gardner

BRONXVILLE, NEW YORK.

Editor of PRINTERS' INK:

The leading editorial in your issue of March 15 gave me a painful shock, because its comments on I. W. Digges were so far from representing, not only the personality and professional standing of Mr. Digges and what I know to be his thinking on the Copeland Bill, but the standards of tolerant understanding which I enjoy in PRINTERS' INK and have found there during twenty years of constant reading.

I have a sort of notion that the writer of that editorial hit some phrase in the address of Mr. Digges which led him, in a spirit of virtuous but mistaken indignation, to denounce the gentleman as one who would oppose all restrictions on advertising. Possibly he was led thereby to misconstrue the remainder of the address.

It may be rather an impertinence for me to spring to the defense of Mr. Digges. On the score of both his present and his past professional affiliations, he is better known and better regarded than anyone who is likely to speak for him.

On the matter of his point of view regarding the Copeland Bill, it happens that I have some knowledge. Whatever may be the differences of opinion among those who are interested in this bill, it is surely open to any man of thoughtful mind to debate the philosophy of government which it

represents, and this is the point of view taken by Mr. Digges in his debate against Mr. Kallet and Dr. Emerson before the American Woman's Association.

There are thoughtful and sincere persons who believe that the Tugwell Bill was conceived with an animus against American business, and with a belief that business men need constant and minute surveillance by government lest they rob and poison the public; and that this animus is present, in spite of amendments, in the Copeland Bill.

Even those who believe that the bill in its present form is a fairly satisfactory measure, and that being the best available under the circumstances, it should receive support, lest worse things come unto us, can respect the integrity of a man who thinks carefully on such matters and has decided not to compromise in a matter of principle.

The sentiments of Mr. Digges on the subject of misleading and vicious advertising and the damage it does to honest advertisers and the public, are, as a matter of fact, as sound as you or I could desire.

This letter is written without the knowledge or request of Mr. Digges, with whom I have not talked since reading your editorial, but it is written in the complete confidence that the high standards of PRINTERS' INK will lead you to make honorable amends for misinterpreting his point of view and personality.

EDWARD H. GARDNER.

## Geiss Forms Agency

Lester Hartley Geiss has formed an advertising business in Washington, D. C., with offices in the National Press Building. Richard Dimond, formerly with the Washington Times, has joined the new business.

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## Has Tooth Brush Account

McCann-Erickson, Inc., has been appointed by the Tru-Bristle Brush Company, Seattle, to direct a campaign in dental magazines.

## Appoints Miami Agency

The advertising account of the Mangus & DeWick Company, Coral Gables, Fla., makers of Mangus Nail Art, for finger nails, has been placed with the MacDonell-Carlton Advertising Agency, Miami, Fla.

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## Start "Southern Sportsman"

On April 5, *Southern Sportsman*, a monthly for dealers, will start publication from Atlanta. It will be edited by Hubert F. Lee, editor of *Dixie Business*.

# Recent Trade-Mark Decisions

## Cases of General Interest and Significance from the Patent Office Tribunal

THE trials of the Commissioner of Patents are many and grievous. Listen, for example, to the words of First Assistant Commissioner Spencer, uttered recently in the course of a trade-mark decision:

"There is a practical objection to the practice of extending trade-mark protection too freely. It is extremely difficult today to adopt a mark that is new. Applicants for trade-mark registrations are constantly disappointed to find that marks they believed to be new with them were already old and well known.

"Over 300,000 trade-marks are registered in the United States Patent Office and it has been estimated that only one out of five in actual use is registered. This would mean that over 1,500,000 trade-marks are in use today, approximately three times as many as there are words in the English language.

"In view of rapidly advancing economic conditions care must be taken not to give to a trade-mark an exaggerated scope of protection. It is necessary to pursue a course which, although fair to the old user, is not unfair to the newcomer."

The case at issue was an appeal from a decision of the Examiner of Interferences, who had ruled against the United Collieries, Incorporated, in its application to register "Red Pepper" as a trade-mark for coal. The opposer was the Ashland Refining Company, which set up the claim of prior adoption and use of the same mark for gasoline.

The First Assistant Commissioner reversed the Examiner of Interferences, notwithstanding this prior adoption and use. The ground of the decision was that the goods are not of the same descriptive character and that confusion is not likely to occur if the same

mark is used on both coal and gasoline.

Many decisions were cited having to do with goods of apparently similar qualities.

"There was a time," reads the decision, "when this tribunal and its appellate body looked at the 'use' to which the goods of the parties were to be put and held that the goods were of the same descriptive properties if they were intended for the same use." Later on, however, as shown in a half dozen decisions cited, "... the expression 'goods of the same descriptive qualities' has been given a broad, intelligent significance. It means—do the goods fall within the same general class—and, in determining the answer to this question, all pertinent facts may be investigated."

It would appear, from the reference to the difficulty these days in finding a mark that is new, that it may be the purpose of the Patent Office to be lenient in its interpretation of "goods of the same descriptive qualities."

### Barred on Two Counts

Not so lenient, however, was the Patent Office in regard to the application to register "Damascus" as a trade-mark for knives.

"The applicant," it was pointed out with clarity, "is between the horns of a dilemma. If the term is employed in its primary sense, it is geographical and hence barred. If reliance is placed upon its secondary meaning, it is clearly descriptive of the 'quality of the goods' and similarly barred."

One more decision recently handed down is of somewhat general interest, as indicating a liberal attitude in the Patent Office.

The Examiner of Trade Marks had denied the application of the Plant Rubber and Asbestos Work for a trade-mark, on the ground

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of a prior registration granted to the Gutta Percha & Rubber Manufacturing Company. The goods involved were the same—the question at issue was whether the marks are confusingly similar.

The marks, be it said, were involved. One of them contained a quadrate cross (the decision refers the ignorant to Webster's New Inter-Collegiate Dictionary, 1929 Edition) while the other employs a "pattee" cross. But the applicant, so the decision reads, "has gone beyond this sole distinction; an important part of its corporate name constitutes as prominent a part of the mark as does the cross. Furthermore, the name itself is shown in an entirely fanciful arrangement. Next, the name and the cross are displayed on a black, circular background. All of these features combine to distinguish applicant's mark from that disclosed in the earlier registration."

One swallow doesn't make a summer—and a couple of trademark decisions don't constitute a trend. Still, as First Assistant Commissioner Spencer said, "It is extremely difficult today to adopt a mark that is new. . . . It is necessary to pursue a course which, although fair to the old user, is not unfair to the newcomer."

♦ ♦ ♦

#### New Addresses

Peck Advertising Agency, New York, will move to 444 Madison Avenue, that city, early in April.

Anderson, Davis & Platte, Inc., New York agency, will move to the RKO Building, Rockefeller Center, that city, about April 15.

Media Records Company, Columbus, Ohio, office now in the Standard Oil Building, that city.

The Bromberg Advertising Agency, Brooklyn, N. Y., is now located at 90 Livingston Street, that city.

The St. Louis Sticker Company, St. Louis, has moved its plant and general offices to 1906 Pine Street, that city.

General Marketing Counselors, Inc., New York office now located at 330 West 42nd Street.

Marschalk & Pratt, Inc., New York agency, will move May 1 to 535 Fifth Avenue, that city.

♦ ♦ ♦

#### Names Tyson-Rumrill

The D. W. Putnam Company, Hammondsport, N. Y., wines, has placed its advertising account with Tyson-Rumrill Associated, Rochester, N. Y.

# GOOD COPY

**Good copy can  
do more than  
just sell goods.**

**It can sell ideas.**

**And ideas can  
make this world  
a pleasanter  
and richer  
place in which  
to live.**

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

**95 Madison Ave.  
New York City**



# Industrial Copy

Whether It Should Be Long or Short Depends on  
Desired Objective

UNION SWITCH & SIGNAL COMPANY  
SWISSVALE, PA.  
*Editor of PRINTERS' INK:*

As has happened in many organizations, the question has arisen as to short copy vs. long copy for industrial advertisements. It would be very greatly appreciated if you could cite me to certain articles published in *PRINTERS' INK* on this subject.

K. E. KELLENBERGER,  
*Advertising Manager.*

**T**AKEN by and large, copy that runs to considerable length seems to have the call in industrial and technical publications. Immediately, however, it seems necessary to hedge on that statement, for what, after all, is long copy? When does it cease to be short and become long?

If a man is interested in the product advertised, or is curious about it, he will read without protest several hundred words descriptive of it and telling of its uses and capabilities. In the field of industrial products, the subscribers of a publication are interested, presumably, in the machinery, devices, etc., which are being advertised and sold. Therefore, it would follow that advertisements that are perhaps overfilled with copy will not be skipped because of that fact.

On the other hand, it may be argued that men engaged in affairs of business have their time filled to such a degree that they will be satisfied to jump from one high spot to the next in the advertisements until their eyes finally rest on the message of a certain advertiser who is offering them something that is of immediate interest. There the eyes will stay until they have read all of the copy, no matter what its length.

A new gadget may need a longer descriptive message than one which has been on the market a longer time. A product of general utility, on the other hand, may get sufficient space in fewer words and

greater display. The illustration of certain products takes the place of a multitude of words, while in other cases the illustration demands copy that is explanatory and might almost be considered to be long.

Some advertisers believe that the illustration should be kept small so that there may be more space for text. In other cases there is all the assurance in the world that the picture must dominate.

Application of advertising varies with conditions, with the product advertised, with the activity of competition—even with the seasons of the year. While the equipment may be standard, its manner of use or adaptability may vary in different industries. The amount of the appropriation may be quite a factor in determining the kind of copy that must be used.

All of the above is not particularly helpful, perhaps, except in the fact that it indicates the adaptability of advertising to one's needs.

There is this to say in favor of short copy: Not many industrial products are ordered by mail as the result of reading an advertisement. The printed message either leads to correspondence or to an extended explanation by a salesman before a sale is made. Everything about a product cannot be told in an advertisement. If short copy is sufficient to induce prospective customers to start inquiries or to get a hearing for salesmen, then it is doing its job.

Copy writing for an industrial product, as for a product in general consumer demand, should be secondary to the determination of the objective at which the sales message is to be directed. With the objective clearly thought out, the question of the length of copy frequently answers itself. Certain industrial advertising is so cogent as a result of preliminary clarified thought that its length or lack of length is never given consideration by those reading it.



# Advertising for Foreign Trade Vital

Mr. Townley shows that quick and positive action must be taken if American manufacturers are to retain and strengthen their hold on markets abroad. Advertising, which has helped them acquire business in foreign lands, is definitely indicated. This article, which was part of an address before the Export Managers Club of New York, shows convincingly that the market is worth fighting for, but that it will be lost unless effort is made to keep it and enhance its value.

By D. C. Townley

Director, The Kolynos Company

WHILE the value of world trade in 1933 was only 35 per cent of the 1929 figure, according to the League of Nations report, the volume at the end of 1932 was 74 per cent of the 1929 volume. World production of non-agricultural products was 73 per cent of the 1925-29 average in 1932 and world production of all agricultural products was 102 per cent of the 1925-29 average. The figures prove that world trade still is and is always likely to be a vitally important part of both national and international economy.

We cannot afford to ignore the movement manifest throughout the world toward a greater national self-sufficiency and its implied better adjustment of production to consumption. To understand and take advantage of these trends is the problem, for we are working toward a realignment of international trading relations, not toward their abolition.

In these days of limiting production to raise prices, the capital goods industries of the United States suffer most. But in undeveloped countries, industrial expansion is the outstanding plank in the economic recovery program. This is particularly true in Latin America. Here is one logical field for advertising and now is the time.

In the good old boom days we

exported certain types of machinery in the following proportions to our production:

Mining and Quarrying Machinery .....	44.5%
Oil Well Machinery .....	28.1%
Dredging and Excavating Machinery .....	17.6%
Air Compressors .....	22.2%
Metal Working Machinery .....	23.8%

Almost as rapidly as the market prices fell after October 1929 so also fell away the promotion efforts of the manufacturers in this general class of industrial equipment. Advertising is practically at a standstill now. But should it be? Let's get the competitors' opinion.

In 1930 the *British Journal, Engineering*, wrote about the machinery exports to Latin America as follows:

We are badly beaten by the United States in the machinery markets of Latin America, in every state without exception. Moreover, the United Kingdom figures include electrical machinery, which is not included in the United States' figures. Nevertheless, our defeat seems complete; it is, indeed, so overwhelming as to suggest that some occult influence has possessed our machinery builders which has prevented them from seeing the immense expansion which has been taking place in this market

# Brains Cannot Be Standardized

One phase of business cannot and will not be standardized.

Codes in nearly every industry standardize wages, hours, costs, accounting methods, mark-ups, materials, almost every phase of business operation.

With what result, then? Will each concern prosper alike? Will poor management profit equally with good? Not likely. Not even possibly.

Brains cannot be standardized—especially merchandising brains. There are and will be the *Merchandisingly Alert* to reckon with.

This strong group of business leaders will be stronger still. No longer will they be harassed and impeded by cut-throat price competition, by back-door methods.

The *Merchandisingly Alert*—those who stand behind American nationally advertised products—into their hands goes the guidance and leadership of American Business in these next years of its growth.

Would you know who they are? PRINTERS'

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INK, either WEEKLY or MONTHLY, can help you.

More of the *Merchandisingly Alert* are gathered together in their audience than in any other one identified group. More are on these circulation lists than in Who's Who or the Directory of Directors or any other list available.

Officers and executives of firms doing 89% of all magazine advertising make up this list. Also those who represent 84.6% of the 357 leading newspaper advertising appropriations listed by the American Newspaper Publishers' Association.

36% of the subscribers in this audience are General Managers or higher executives of their respective firms. Another 40.8% are sales and advertising executives.

If you would reach the *Merchandisingly Alert* with some worthy message, no forum or vehicle can better serve you than the advertising pages of the PRINTERS' INK Publications with well over 30,000 net-paid-in-advance A.B.C. circulation.

in Latin America since the war. In 1928, we actually sent to Latin America less machinery than we sent in 1913, although the demand for machinery out there had enormously increased in the meantime. In 1913, our exports of machinery to Latin America amounted to \$5,100,000, as against \$6,193,000 for the United States. In 1928, the corresponding exports of the United Kingdom amounted to no more than \$4,954,000, while the corresponding American exports had gone up to \$27,315,000. The United Kingdom percentages have thus dropped to 15.4 while the American had gone up to 84.6. As the prices of machinery were higher in 1928 than in 1913, it is obvious that the actual weight of machinery which we sent to Latin America in 1928 was much less than the corresponding weight in 1913. Thus, while we have failed to hold our own, the United States has more than quadrupled her market.

Now it is exactly in this field of demonstrable superiority that advertising will help build exports—and these capital goods exports, not being consumer goods, are productive of greater balanced wealth in the countries where they are imported. They put more men to work, increase the marketing of crops, help to produce exportable commodities.

When analysis of the United States' share of the joint British and United States products into Argentine was made during the last "normal" year, our supremacy was shown. The United States share of this joint trade with Argentine reveals our dominating position in the field of capital goods. Here are significant items—United States proportions.

Mining and Oil Well and Pumping Equipment, 95 per cent; Textile Machinery, 79 per cent; Shoe Machinery, 90 per cent; Refrigeration Machinery, 87 per cent; Agricultural Machinery, 98 per cent; Commercial Vehicles, 99 per cent.

As G. J. Eder wrote (Commerce Reports): "The United States is similar to Latin America in that it is comparatively a new country

possessing vast reaches of undeveloped lands and resources and a relatively sparse population. Our undertakings, as are also those of Latin America, are on a large scale. When the new world builds highways it thinks in terms of miles; the old world, with its highways dating back to Rome, thinks in terms of yards. Agriculture in the new world is the problem of economizing man power and exploiting large land areas. It is an extensive and mechanized industry. These generalities allowing for the obvious numerous exceptions explain why American implements and American machinery have proved to be better adapted to Latin American needs than are the products of the Old World."

As an example: The Argentine Minister of Public Works has appropriated \$240,000,000 pre-Roosevelt dollars to be spent within ten years on 31,000 miles of road and bridges for a vast network of highways. The technical specifications follow U. S. Highway bureau standards. Our culverts, road building machinery and equipment should be used. But we must keep our advertising going to get our machinery specified. We must keep hammering upon its superiority of performance and at the same time regularly explain the value of new inventions, new types of machines that make these road appropriations go farther and the construction proceed more rapidly.

#### Modeled on Our Civil Works Program

These public works constructions are proceeding at an accelerated pace in all Latin America. They include hospitals, schools, stadiums, subway systems, pasteurizing plants, improved water systems, telegraph and post office buildings, port works, etc. They are modeling their policies upon our Civil Works program and for the same reasons.

Countless United States specialized devices are needed—technical, mechanical and structural. Our general and special advertising is necessary to maintain the idea of

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our engineering supremacy, as well as keep Government officials, contractors and engineers aware of the daily mechanical improvements we make in these fields. Their technical applications must be persistently interpreted.

What is true of public works likewise applies to industrial developments. Latin America has not cut down, these last hard years, in some fields of production. Here is only one of many instances: In 1932 Peru produced 26,000 metric tons more of cotton than the previous year; picked 1,873 tons more, consumed in her mills 150,000 kilos more cotton and exported more to the tune of 3,250,000 Peruvian pounds (currency) than in 1931. The cotton seed, oil and paste industry paralleled this activity. In cement working, refining, flour milling, and various other production, activity has been better maintained than here. Now that metal prices have begun to increase there is mining activity. The same is true of sugar and petroleum.

There is much equipment to be replaced and rehabilitated. Time and tempests and climate, working during the inactive days, have made repairs and construction vital. Advertising by aggressive houses will now re-establish business or take it away from inactive competitors.

To quote Mr. Eder again,

American advertising has played a most important part in building up a market for American goods, particularly in those typically American lines in which a large amount of pioneering or so-called educational work was to be done; in other words, where a market did not already exist, but had to be created.

But Latin America and the capital goods industries are not the only territories and products. In 1933 the Philippine foreign trade statistics indicate that purchases of American goods decreased by 12 per cent and purchases of Japanese goods increased 50 per cent. Analysis shows that Japanese Philippine exports are mostly bulk goods and that Japanese textiles account entirely for the increased

**What is the  
catch in the  
"Taxless  
towns"  
story?**

**See page 30  
April**

**NATION'S  
BUSINESS**

## FOURTH IN FLORIDA

The ORLANDO SENTINEL-STAR, for the first time in the history of Florida journalism, jumps into fourth place in national advertising lineage.

The SENTINEL-STAR circulation shows an increase of more than 10% the first two months of the year.

Department store sales are up 30% to 50%.

Ford sales are up 33 1/3%

Packard automobile sales are up 400%.

Oranges are bringing \$3 a box and prosperity has returned to Orlando, the center of the citrus belt, and where the winter season runs to June 1.

**SENTINEL-STAR  
ORLANDO, FLORIDA**

sales. It is significant that Japan hardly made a dent in American trade-marked articles. Years of consistent advertising in the Philippines by American manufacturers bore fruit in 1933 by a volume in these lines equal to 1932. In fact many lines showed increases.

There are signs that the Japanese are going after the valuable branded merchandise trade despite the fact that their goods must pay high duties while American goods enter duty free. This covers not only cosmetics and other proprietary articles but even electrical machinery. Nor is Japan alone in her desire to capture the Philippine market. British soaps, crackers, flour and foodstuffs are increasing

their 1934 advertising; likewise German, French and Swiss manufacturers.

It is worth noting, too, that whereas the docks in the Canal Zone, a great trans-shipment port, were practically bare in 1930, in 1934 they are piled high with goods. The tonnage of British, German and Italian vessels through the Canal shows sharp increases since the beginning of the year while the tonnage of U. S. vessels through the Canal is decreasing.

The moral is obvious: If American exporters are to retain or increase their hold on the fertile markets of the world for their superior products, they must maintain and increase their advertising.



#### **Wisconsin Dairymen Plan Joint Campaign**

An assessment, based on 1932 production, has been voted for advertising by the dairymen of Monroe County, Wisconsin. This is looked upon as the forerunner of a Statewide campaign of co-operative advertising. The assessment is at the rate of 5 cents per 1,000 pounds of butter produced and 6 cents per 1,000 pounds of butter fat. Payments will be made monthly. A series of meetings being held is expected to line up other counties and, anticipating favorable action, plans for advertising are under way.



#### **Chevrolet Advances Timper**

E. W. Timper has been appointed sales promotion manager of the Chevrolet Motor Company, Detroit. He succeeds C. P. Fiskien, who, as previously reported, is now advertising manager of Chevrolet. During the last four years Mr. Timper has been national used car manager and assistant sales promotion manager.



#### **Armour Account to Lord & Thomas**

Armour & Company, Chicago, packers of Armour's star hams, bacon, lard and canned meats and Cloverbloom dairy products, have appointed Lord & Thomas, that city, to handle their advertising account. The advertising account of Luxor, Limited, Chicago, cosmetics, has also been placed with Lord & Thomas. These appointments are effective May 1.



#### **Joins Scripps-Howard Newspapers**

Norman T. Field has joined the national advertising department of the Scripps-Howard Newspapers at New York. He was with the Chicago *Tribune* for ten years.

#### **Winsten with Kelly, Nason & Roosevelt**

Harry J. Winsten has joined Kelly, Nason & Roosevelt, Inc., New York agency, as an account executive. He had been with William Esty & Company, Inc., New York, and previously was vice-president of the H. E. Lesan Advertising Agency. At one time he was a member of the firm of Winsten & Sullivan, advertising agency.



#### **Hutaf with American Label Company**

August W. Hutaf, formerly associated with the Nevins Church Press, has joined the American Label Company, New York, and will specialize in packaging and labeling work. His previous activities include executive positions with the printing and lithographing industry.



#### **National Campaign for Seersuckers**

Lorraine Seersucker suits will be nationally advertised for the first time this summer. Magazines will be used. Seersucker suits are tailored exclusively by Haspel Brothers of New Orleans from cloth woven by the Lorraine Mills, Pawtucket, R. I. Alfred J. Silberstein, Inc., New York, is handling the advertising.



#### **Additions to Staff of NBC Local Service Bureau**

John Martin and Wadsworth Wilbur have joined the New York sales staff of the NBC Local Service Bureau. Harrison W. Bullard has been appointed assistant to W. C. Roux, sales promotion manager.



#### **Appoints Humphrey**

The advertising of the Burrowes HEALTH WINDOW has been placed with The H. B. Humphrey Company, Boston agency.

*if* . . . your product can be  
used as a premium

*Now is the time to go after this profitable business!*

Most codes do not interfere with legitimate use of premiums. As a result, manufacturers are renewing consumer premium offers, planning new ones. Because of this increased interest, Printers' Ink Monthly has been making a thorough survey of premium use by manufacturers in various industries.

A wealth of practical information on making premiums pay dividends in merchandising plans under present conditions has been gathered and will be published as a feature article in the May issue.

This feature "How to Get the Most Out of Premiums" will be profusely illustrated. It will contain up-to-the-minute "how to" information; elaborate on such important phases as:

*Merchandising Premium Offers to the Trade*

*Advertising Premium Offers to Consumers*

*Merchandising Premium Offers at the Point-of-Sale*

*Testing Popularity of Premiums and Premium Offers*

*What Premiums Are Being Used and by Whom*

*Pitfalls to Be Avoided in Premium Merchandising*

The May issue offers an unusual opportunity to develop premium business. Advertising which will be placed alongside of this feature is being accepted at regular rates: Full page, \$225; 2/3 page, \$170; 1/3 page, \$90; 1/6 page, \$45. Advertising forms close April 18th.

PRINTERS' INK MONTHLY

185 Madison Avenue

New York

# Catalog to Help Jobbers' Salesmen

## Aims at Better Understanding of Advertising

THE Curtis Pneumatic Machinery Company is on the road, perhaps, toward the solution to a problem that has long vexed many manufacturers. Two allied problems, in fact, are being tackled at once.

The company makes air compressors, rotating lifts, car washers, tire inflation stands, air hoists, traveling cranes, etc. It advertises its products in business papers and issues comprehensive catalogs.

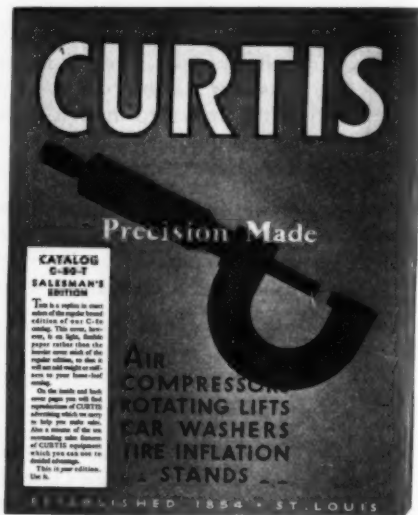
When it prepared its current catalog, a special edition was prepared for jobbers' salesmen and therein is found the new idea that has started the company off on a voyage of discovery. It wanted these salesmen to use the catalog and it wanted them to know more about the utility of its advertising as a selling tool.

Anyone with a knowledge of jobbers' salesmen understands how difficult of accomplishment both of these desires are. Salesmen who are immediately under the control of a manufacturer will of necessity put the catalog to good use, but even they don't always realize what the company's advertising means to them. Jobbers' salesmen, with a multiplicity of lines—well, they have so many things in their bag of tricks that any one line of products can't get very much more than its proper share of attention.

With knowledge of the existing conditions, Curtis has set out, nevertheless, to get itself and its products and its advertising better

known among salesmen. If it can accomplish this, it has a notion that its new salesman's catalog will be quite worth while.

The catalog for salesmen is a



The cover of the "salesman's edition" of the company's regular catalog

replica of the regular book, except for the four cover pages. The cover is printed on light, flexible paper rather than on the heavier stock with which the regular edition is provided. A panel on the front cover states that this is done "so that it will not add weight or stiffness to your loose-leaf catalog." There in itself is something that the men will be thankful for—a catalog that is designed to lessen the physical load they have to carry.

The cover panel continues:

"On the inside and back cover



pages you will find reproductions of Curtis advertising which we carry to help you make sales. Also a résumé of the ten outstanding sales features of the company's equipment which you can use to decided advantage.

"This is *your* edition. Use it."

Turning to the inside front cover, the salesman finds the whole page entirely devoted to him and to his interests. About a third of the space is given over to a reproduction of a compressor advertisement as it appeared in a business journal. At the top of the page is this headline: "How Curtis Advertising Will Help You Sell." In straightforward fashion, these five ways are checked off:

To help you in your contacts.

To make the name of Curtis known to buyers.

To break down sales resistance for you.

To make the Curtis line respected so that buyers will welcome your call.

To show the sales features of Curtis equipment to all possible prospects.

Salesmen are told, too, that the advertising suggests the replacement of worn equipment and en-

courages the acceptance of the company's products in its stead. "It does even more than this," the text continues, "because it enables you to profit through the confidence that buyers place in nationally advertised merchandise.

"Curtis advertising not only contains material of interest to the buyer of Curtis equipment, but gives *you* sales points and angles which you can use to your decided advantage in selling the equipment."

Two other advertisements are shown on the back cover.

The third inside cover page lists ten outstanding sales features for each of four of the company's products. The salesman has here, summarized conveniently for his use, the chief arguments that he can use in making a sale. He is advised that "These epitomized features are invaluable to you, especially if your time with the customer is limited."

By distributing a salesman's edition of the regular catalog, the company aims, first, to create a better understanding of the purposes of its advertising in the minds of salesmen and, second, to give the salesmen a more practical, useful catalog.

\* \* \*

### With Dallas Papers

James M. Moroney, former president of the Moroney Hardware Company, Dallas, Tex., has joined the *Dallas News and Journal* in an executive capacity. He was recently elected a director of the A. H. Belo Corporation, publisher of these papers.

\* \* \*

### To Advertise Felsenbrau

The Cliffside Brewing Company, Cincinnati, brewer of Felsenbrau, has appointed The Keeler & Stites Company, of that city, as advertising counsel. Newspaper, direct-mail, outdoor and radio advertising are contemplated.

\* \* \*

### Mirror Campaign

A campaign for Pre-Vue Mirrors has been planned by Aldus-New York and is being placed by Arthur R. Griswold, New York, advertising.

\* \* \*

### To Handle Art School

The Washington School of Art, Washington, D. C., has placed its advertising account with Schwab and Beatty, Inc., New York. Magazines will be used.

### New Account to Tuthill

Harmon Specialties Company, division of B. A. Hayes & Company, Inc., Norfolk, Va., has appointed the Tuthill Advertising Agency, Inc., as advertising and merchandising counsel. Hotel, drug, restaurant and hospital publications and direct mail will be used.

\* \* \*

### Weller with Olds Motor

Harold F. Weller, recently resigned from the San Francisco office of the Campbell-Ewald Company, has joined the Oakland office of the Olds Motor Works as advertising manager.

\* \* \*

### Joins Bromberg Agency

Daniel P. Roberts has joined the Bromberg Advertising Agency, Brooklyn, N. Y., as an account executive. He formerly was with the Charles Wood Agency.

\* \* \*

### Adds Son to Staff

Charles P. Dorr has joined Dorr & Corbett, publishers' representatives, Boston. He is the son of Charles Dorr of that firm.

# Market Survey Check List

## Issued by Four A's

After studying many important market surveys published during the last three years, the Committee of Research of the American Association of Advertising Agencies has just issued a searching check list. This covers the most important points to be considered in quickly appraising a specific piece of research work. The report with parts of its preface is given below.

THE committee composed of L. D. H. Weld, Chairman, McCann-Erickson, Inc.; Kenneth A. Grubb, Daniel Starch & Staff; Chester E. Haring, Batten, Barton, Durstine & Osborn, Inc.; D. E. Robinson, Federal Advertising Agency, Inc.; Richmond Watson, J. Walter Thompson Company, has framed these questions for the purpose of establishing simple standards that may be used in judging the soundness of research studies.

The purpose has been simply to prepare a check list of the most important points to be considered by a busy executive in quickly appraising any specific piece of research work.

Although this list of questions has been developed primarily for the use of advertising men, it is hoped that the standards set up here may furnish a guide to all companies interested in research work, and that they may constitute a step in the direction of a higher general level of quality.

It has seemed to the committee that there is great need of trying to raise the standards of research and statistical work. Many new methods and new uses of old methods have appeared. A new medium—radio—has brought new problems in connection with attempts to measure its effectiveness. More and more surveys are offered by publishers and independent research organizations, many of which have violated important principles, and most of which are difficult to appraise.

Our procedure has been to ex-

amine a number of important surveys issued during the last two or three years. We have attempted to find their weak spots, to detect fallacious trends, and to discover their real values. From our examination of these surveys, and from our general experience, we have developed this check list of questions.

When our conclusions were in tentatively complete form, we sent them to thirty-six research men connected with agencies, with publishers, with independent research organizations, and with universities, asking them for their critical comments and suggestions.

### 1. Who made the survey?

Complete information should be given regarding the names of the organizations or individuals who conducted the survey, made the tabulations, and interpreted the results, together with their qualifications and the extent of their interest, if any, in the findings.

### 2. Does the title indicate exactly the scope of the survey?

No report should be given a title which suggests more than the results justify.

### 3. Does the report contain all pertinent data as to how, when, and where the survey was made?

The following information should be furnished:

- a. Reason for making the study.
- b. Who financed it?
- c. Exact period of time covered in collection of data.

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e. Definition of terms used.

f. Copies of questionnaires and instructions.

g. How field work was conducted and supervised.

h. List of localities where information was gathered, together with number of calls in each locality, and how calls were divided among different sections and different strata of the population.

i. Actual data, as well as percentages and averages.

j. Explanation of bases on which percentages are figured.

k. Sources of collateral data.

l. Description of statistical methods used, together with reasons for using.

#### 4. Is the sample ample?

Lack of adequate sample is one of the commonest weaknesses in market research. There is no rule that can be laid down to cover all cases. In the first place, it must be shown that a true cross-section has been selected. Then it must be proved that the size of the sample is adequate—

a. By showing that when results are divided into groups, such as the first 200 or 300, the second 200 or 300, etc., a point has been reached where results are not materially changed by the addition of more instances,

or

b. By checks against known facts,

or

c. By other acceptable statistical proof.

5. Have data collected in one city or section been used to draw conclusions for the country as a whole?

This is a question of the adequacy of the sample. If results obtained in a limited area are projected to cover the entire population, justification for doing so should be established by reasonable evidence.

6. Are percentages figured for groups or classes that contain too small a number of instances?

It often happens that although there may be enough data to fur-

## Representation • • Managed Sales *plus a complete* Merchandising Service

by **ONE FIRM** under **ONE**  
**DIRECTION** at **ONE COST**

Our trained Salesforce is in constant touch with • •

Chain Stores  
Jobbers  
Department Stores

Covering the Eastern Market • •

Cycle Routing  
Key Market Concentration  
Jobber and Missionary Sales  
Affording 75% Coverage

Managing the Territory • •

Market Surveys  
Marketing Reports  
Sales Campaigns

We are in a position to take on a limited number of additional clients. Write us your Sales Problem, giving references and history.

**ASPINWALL & HARDING, Inc.**

*Manufacturers' Representatives*

Chamber of Commerce Bldg. Boston, Mass.

## Looking for New Avenues of Profit?

**P**ERHAPS you will find one in the field of premium users.

Many manufacturers have found big profits by developing this business for their products.

If your product lends itself to premium use, now is the time to go after this profitable business—now while many manufacturers are making plans to use merchandise of somebody else's manufacture to stimulate the sales of their own.

**See ad on page 75**

nish an adequate total, breakdowns into income groups, or geographical sections, or other forms of groupings, leave too few instances in individual classes to justify figuring of percentages. In other words, the sample becomes too small when broken into parts. When such breakdowns are used, actual figures should be furnished.

#### 7. Are percentages of increase figured on ample bases?

Percentages of increase are frequently figured on such small numbers as to be entirely misleading. This is a common error in the case of sales of new products, circulation and advertising increases, etc. Actual figures should be used in such cases.

#### 8. Was information obtained by mailed questionnaires?

Information obtained by mail usually does not represent a true cross-section of the market or of the population. When data have been obtained in this way, proof should be furnished that the questions are of such a nature, and that sufficient safeguards have been set up to insure representative replies.

#### 9. Is casual relationship attributed to one single factor, when other contributing factors are present?

It must either be proved that all other factors are held constant, or allowance must be made for the other variable factors.

#### 10. If questionnaires were used, were questions such as to give fair and adequate answers?

Care must be taken in interpreting the answers to questions

that are too general, that suggest answers, or that are subject to biased replies.

#### 11. Was information gathered of such a nature that the memories of the people interviewed might have resulted in inaccuracies as to fact?

When any of the so-called "recall" or "recognition" methods is used, the results should be looked upon primarily as a measure of the impressions of the people interviewed, rather than as a measure of facts, unless it can be proved that such impressions correspond with such facts.

#### 12. Can type of information obtained (either by interview or by mail) be relied on as accurate?

Questions involving income, personal expenditures, personal pride or prejudice, reading habits, education, etc., often do not yield correct answers.

#### 13. Have any original or unique statistical devices been employed?

When devices are used, for which there is no well-established, published authority, adequate explanation of the method should be presented, and proof must be furnished that the method is valid.

#### 14. Are charts misleading?

In graphic presentations, the titles must be clear, scales must not be exaggerated, the vertical scales should start with zero (except in special cases, as in index numbers that fluctuate over and under 100), curves must be clearly labeled (or easily compared with distinct legends), and simplicity should be the main objective.



#### Farm Products Trade-Marked

The Kennett-Shidler Corporation, Philadelphia, marketing farm produce in Hydra-pac containers under the trade name of Farm-Fresh, has appointed Jerome B. Gray & Company, of that city, to direct its advertising.



#### Heads Four A's Committee

Fred A. Robbins, of Fred A. Robbins, Inc., Chicago, has been appointed chairman of the committee on the agricultural press of the American Association of Advertising Agencies.

#### Has Freezer Account

The Minute Electric Ice Cream Freezer System, Washington, D. C., has appointed I. A. Goldman & Company, Baltimore, as advertising counsel. Plans for a nation-wide advertising schedule are under way.



#### Names Worcester Agency

The Howard Bros. Manufacturing Company, Worcester, Mass., Tuffer Card Clothing and Tuffer Sheep Cards, has placed its advertising with Otis Carl Williams, Inc., Worcester agency.

# The BIG opportunity for an important Agency man

This is addressed to an agency man who has arrived. He may now be heading his own agency; be a partner in one; serving important advertisers as an account representative.

The main thing is that he be big enough for the job; know the advertising business in all its branches; be a seasoned executive big enough to take charge of the business when the "boss is out." Replies will be held in the strictest confidence; members of our organization know of this advertisement. Address "Z," Box 192, Printers' Ink.

# Juggle the Products!

(Continued from page 10)

the presumably juicy profits in that field and designed what turned out to be an excellent machine. It built a special factory to produce the washing machines and got it on a highly efficient basis.

But vises and washing machines are sold through different channels and call for a different type of salesmanship, so it had been necessary to build and operate two distinct sales forces.

## Two Sales Forces Expensive

It happened that when this company was approached to find out whether it would consider parting with its washing machine business to the range company, the management was seriously discussing its product line-up. The two sales forces were expensive. Furthermore, the principal partners were primarily tool men and so had never really been completely sold on the, to them, strange electrical device—profitable though it was—that one of their enthusiastic younger partners had talked them into taking on.

At the moment they were dickering with the Jones Hammer Company, whose principal product, in spite of the company's name, was automobile carburetors. At the start this concern had concentrated on producing a complete line of hammers. But in due time the son of the founder married the daughter of an automotive magnate. He got all of his father-in-law's hammer business but it nevertheless irked him to see so much accessory business go out of the family. So his company bought the patents on a newly devised carburetor and got it into production. Ultimately the hammer business was practically a sideline to the carburetor business. No one was much interested in the hammers.

Now, hammers and vises go very well together from both a produc-

tion and a selling standpoint, so the vise people bought all hammer selling and manufacturing rights and a lot of the production equipment.

The vise concern decided to turn the sales of its washing machines over to the electric range company. But because they had a well-equipped and skilfully managed factory for turning out the machines, they retained the manufacturing side of the business.

All three of these companies are now happier, more logically organized, better balanced and more profitable. Sales problems that had been difficult and expensive have been solved by juggling their products about a bit.

Here is a case where the manufacturing and selling problems of two concerns were solved by a realignment. One's manufacturing was hampered because it had a small, highly specialized sales force. The other's well-functioning sales department was handicapped in its selling by ineradicable troubles in the factory—a very common condition, by the way.

## Not Sales Minded

The first company makes heavy precision machinery chiefly for a single branch of the metal-working industry. Most of the selling is done by three of the highest officers who know personally and intimately every possible user of their machines. Outside of that field they have no selling contacts. And they have no great desire to build up a sales force, for they are distinctly not sales minded. But at manufacturing they are expert and their factory equipment is such as to enable them to make practically any kind of heavy machinery to close limits of precision. There are hundreds of things these people could make if they could sell them, yet even in prosperous

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times their factory has seldom been filled to capacity.

To solve this problem they set out a couple of years ago to find new products that they could make. The difficulty was that they wanted something that others would sell. In finding such a product there were solved not only their troubles but a much more serious one for another company.

It was, say, a manufacturer of packaging machinery. This machinery called for a high degree of precision in manufacturing, so it fitted perfectly into the company's capabilities.

The packaging machinery people were expert designers and able salesmen in their field. But they lacked skill and interest in manufacturing. Since they did not have much competition, there was lacking that important incentive to factory efficiency. Mass production of their machines was out of the question because of the small orders for each type and the high per unit cost which prevented manufacturing to stock. Therefore it would not have paid to install the most efficient modern production equipment.

The consequent high manufacturing costs resulted in making selling prices so high as to affect their sales volume adversely. To have modernized the plant to the point where it could turn out work on a job basis at low cost would have called for a very large investment.

The two companies got together. The package machinery manufacturer closed down his plant completely, but continues to design and sell his products. The other does the manufacturing. The machines now cost much less. A profit results for the selling company on 33½ per cent smaller volume of sales than before. The first company is using its excess factory capacity at a profit.

I could cite dozens of other in-

stances of similar betterments. There is, for example, the manufacturer of a food product who has taken on another item, unrelated except that both go into the consumer's stomach, which has turned a highly seasonal business into a uniform year-round one.

There is the manufacturer of an automobile accessory who found that his sales costs for the single item were ruinously high. It was obvious that a sales force would have to make no more calls to sell a dozen products than to sell his single one. By outright purchase, by royalty agreements, by development within his organization, and by taking on the selling for other manufacturers he has expanded his line to ten items—some brand new, some old-established in the trade.

There is the manufacturer who developed an improved kitchen device which he could make effectively but could not sell without building a new, specialized sales organization. He had to choose between building up a large enough line of varied kitchen devices to warrant a new sales force which could reach strange distribution channels, or disposing of the selling rights to someone fitted to handle the distribution. He chose the latter, and makes a satisfactory profit from merely his manufacturing operations. The selling company also gets its share of the gravy, for its existing force sells the additional product at practically no extra cost.

There is no doubt that many selling problems can be solved by eliminating old products or adding new ones. But it is not something to be undertaken slap-dash. Unless the problem is surveyed carefully from all sides, a shift in products may intensify existing problems or give rise to new ones.

In short, here is a tool which is valuable if used carefully—but which may have two edges.



#### Broholm Appointed

Ray E. Broholm has been appointed advertising manager of the American Gas Machine Company, Inc., Albert Lea, Minn.

#### Has Servel Account

Servel Sales, Inc., Evansville, Ind., electric refrigerators, has appointed the Keller-Crescent Company, of that city, as its advertising agency.



# A Puzzled Consumer

Seeing Many Appeals to Buy, He Wonders Where Is Saturation Point in Purchasing Power

ATLANTA, GA.

Editor of *PRINTERS' INK*:

I have only recently been introduced to *PRINTERS' INK* and have been reading it with much gusto since the mid-January issue. Your weekly and monthly publications were recommended to me as probably the best means of becoming familiar with the advertising profession.

As most articles and letters published in *PRINTERS' INK* are by men of prominence in the advertising field, this letter will, likely as not, be relegated to the waste basket before it is even read. However, I'll take a chance and send it on because I believe it will give you a bit of food for thought.

The gist of my idea may be summed up in this question: Does it follow that the total purchasing power of the consumer can, or will, or even may increase simply because the total amount of advertising increases?

## Two Functions of Advertising

The two primary purposes of advertising as I see it, are to familiarize the public with new products and to sell more of the merchandise with which the public is already familiar. In the case of the latter, what constitutes the saturation point? Obviously, the buying power of the consumer. With the return of prosperity this buying power will be increased. But producers, wholesalers and retailers are not, and have not, been depending on an increased power of buying before resorting to every trick of the trade and every conceivable prank of the imagination in order to stimulate sales. More sales. And yet more.

What is happening? Well, just let me and my household (of wife and one child) represent the consuming public. My income is so

much a month. This corresponds to the buying power of the public. I operate a Ford (and none too often). I am buying a home. I carry a good amount of life insurance. The house is furnished with my own (paid for) furniture. Of course my family has food to eat and clothes to wear. We do not have a servant. If I were not buying a home we would use the car much oftener. I would watch advertisements for tire bargains and would consume more gas and oil.

## A Shift in Buying Power

If I were not buying a home and did not have a car chances are we would have a servant and that servant would be given a certain buying power. But mark you, as she gained her buying power I would lose an equal amount. If I did not have a car, nor was buying a home, nor had a servant, chances are various amusement houses would get a part of my money. The groceryman would get more because we would entertain more lavishly. And clothing merchants would come in for a good slice of my income.

Have I rambled too much, or have I been too personal to justify the soundness of my argument? Then refer to your March 15 issue, page 39, "Shovels Sell Oil Burners." What illustration could be more clear-cut than this? The Oil Burners Co. sell an oil heater to Mr. B. A. Consumer. That's fine! Good business. But what happens to the I. Celle Furnaces Co., who might have replaced the old furnace with one of its modern up-to-date ones? And what happens to the Good Heat Coal Co. who has been, is now, and has expected to continue to furnish coal to Mr. B. A. Consumer?

And with all this, what conclusion do we come to? Just this—and maybe more—that competition

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is not confined to items of a similar nature but everything for sale is in competition with every other thing for sale. And if numerous either dangerous or highly inferior products are disqualified for sale by Government action at least we may rest assured that somewhere along the endless chain of selling this buying power will be absorbed through some other buying mediums.

Of course I do not know, but I hardly believe that the producers of staple goods have ever seriously considered the producers of pleasurable goods as the monstrous competitor that they are. Again I say, Sell, Sell, Sell. Practically every article in *PRINTERS' INK* on advertising tells how some company or agency has learned how to sell more. And again I say, what about the saturation point? In your March 15 issue there are several articles on group selling plans—Kitchen Equipment, Life

Insurance, etc. A good start, but why not co-ordinate an all-staple-goods, or "Necessities" campaign vs. "Non-necessities"?

Would that the reckless buying of a gullible public, and the misdirected buying of an ignorant public could be re-directed into more wholesome and more substantial channels. Why could not copy writers for insurance companies and home furnishings and the like play their cards against the host of competitors who represent the wastefulness of money where one has nothing to show for it except a past good time? It is played up somewhat indirectly, but I believe it could be played up in a very direct manner and with good results, both to the producer and to the consumer.

If you have gotten this far, many thanks for your patience. I have transferred the load from my mind to yours.

PAUL G. BARNETT.

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## MARKETING AND RESEARCH MEN . . . WANTED

*for one of America's largest  
advertising agencies*

**WE** HAVE several exceptional opportunities in our department of Marketing and Research for two types of men with the necessary training and experience.

The first type will have managerial duties. His education and experience must have given him a knowledge of the economics of consumption, the principles of marketing and distribution, and the technique of trade and consumer research...and close association with the operations of a marketing research organization as well as with practical sales management. He will be a combination of student

and business man, capable of recommending practical marketing strategy and developing sound premises upon which our creative staff can build successful advertising plans.

The second type of man will be an analytical statistician, with a thorough technical training and a practical point of view. He will correlate existing consumer, industrial and agricultural data and produce original interpretations of such data for specific purposes. Preferably he will have had experience with a marketing research organization, a university, a governmental body or some group of business economists.

These positions are open now in both New York and Chicago. For the right men it will be interesting and offer unusual opportunities from both a financial and intellectual viewpoint. If you feel that you can qualify, write full details of your training and experience to W., Box 191, *Printers' Ink*. Your letter will be kept confidential.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Komer, Editor and President  
1908—1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,  
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,  
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

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Joel Lewis

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, MARCH 29, 1934

## A Fussy Aunt Hetty?

After a period of unaccustomed silence the Federal Trade Commission last week opened its guns against two recovery agencies, the NRA and the AAA. It claimed that the steel code fosters monopoly, that the marketing agreement of the evaporated milk industry allows practices that under the old deal would have been subject to attack as in restraint of trade.

The trade commission at present is in an anomalous position. Although Congress has not shorn it of any powers several phases of recovery legislation invade fields that it has long felt were sacred to itself.

It is probably an excellent thing to have a show-down between the Commission and the NRA and AAA. Several industries have been

handicapped in the operation of their codes because they have not dared carry out certain code provisions so long as the shadow of the Commission was in the background.

Perhaps it is time to give this body a thorough examination. Congress may profitably study particularly the debates in Senate and House at the time it was legislated into being. It may be somewhat surprised to see how far the Commission has gone beyond the powers originally conceived for it by Woodrow Wilson and the progressive Senators who backed his ideas.

It wouldn't be a bad idea to study its history to see how it has gradually taken unto itself various jobs of regulation. To be sure the Supreme Court has often failed to see eye to eye with the Commission, the result being that it has suffered frequently from burned fingers and shorn powers.

A study should be made of the splendid dispatch with which it handles its cases. The case of Jarndyce vs. Jarndyce was in many ways a remarkable example of speed when compared with some of the actions of the Commission.

Finally it may be instructive to examine into its disturbing habit of giving wide publicity to complaints brought against manufacturers and its more disturbing habit of treating dismissals of these complaints with a dignified lack of publicity which often has verged pretty closely on silence.

The Commission potentially could be an important part of the recovery program. Actually it shows a dangerous tendency to become a fussy Aunt Hetty hovering around the edges of events, making up for lack of understanding by an abundance of shrill complaint.

The leaders of the New Deal could perform a needed service by cleaning up some of the anomalies of the present situation, by show-

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ing the Commission that it has plenty to do in its own bailiwick without adding to its many duties that of general critic of recovery policies.

## No Strike

When President Roosevelt announced an agreement between automobile manufacturers and the spokesmen for their unionized workers, two of the paragraphs he used stand out boldly. In one of them he said:

The Government makes it clear that it favors no particular union or particular form of employee organization or representation. The Government's only duty is to secure absolute and uninfluenced freedom of choice without coercion, restraint or intimidation from any source.

An epochal utterance, that; and, as years come and go, its real significance will become increasingly plain.

The President pointed out, also, that representatives of the manufacturers and of labor sat in conference night and day for nearly two weeks without "faltering or impatience." Another favorable symptom which should make the whole nation glad.

The history of industrial disputes in America proves that no one wins a strike much more than a war is ever won. Everybody loses.

This is why it is of such enormous importance that the President now offers a new angle on a situation that can never be settled until human nature changes. He sets up a framework for a new structure of industrial relations. Whether or not this framework will prove permanent or will crumble under the impetus of the Wagner Bill and other strange legislation which is now being proposed, is beside the point. He *did* prevent the panic of fear which would have hit Detroit and other big industrial

centers had the strike been allowed to come to a head.

The second paragraph in his announcement which stands out is:

This is not a one-sided statute, and organizations of employees seeking to exercise their representative rights cannot at the same time be unmindful of their responsibilities.

Every member of the brain trust for months has been setting forth the obligations of industry. Its responsibilities for the recovery now under way have been commented on in magazine articles.

Now it is up to labor to realize that it, as well as industry, has an obligation in this direction which it cannot evade. The American Federation of Labor has its opportunity to prove what its friends have always considered its true purpose, namely, to preserve the American profit system in its more sensible aspects.

## Regarding Mr. Digges

It was Voltaire, we believe, who once made a remark to the general effect that, although he might not agree with a man's opinions he would fight to the death for the man's right to express them.

PRINTERS' INK feels the same way about Isaac W. Digges who, discussing the Copeland Bill before the American Woman's Association, made some points from which we sharply dissent.

On March 15 we characterized as "mischievous" and as "sanctimonious claptrap" his assertion that the Copeland Bill was an "unwarranted and unnecessary condemnation of the good faith of American business."

Pretty strong terms, these, when applied to a four-square, straight-thinking citizen such as Mr. Digges, who has devoted much study to legislation affecting business—and who has just as much right to

express his opinions in **PRINTERS' INK** or elsewhere, as we have, either in our own columns or elsewhere.

We really shouldn't have spoken of his thoughtful argument in that way, even though we were in disagreement with some of his findings, and still are. And the fact that we were discussing his opinions and not him does not lessen our desire to make this acknowledgment.

Pardon our language written, as it were, in the heat of battle, won't you, Mr. Digges?

You are a valuable friend and proponent of decency in advertising—and, therefore, whether you like it or not—a friend of ours. We admire you and want to work with you.

Good fellows should not fight each other; there are too many common enemies to look after.

### That Farm Market

Farm homes are just as much in need of thorough rehabilitation as factories. At least, this would seem to be indicated by the findings of a survey recently undertaken by the Department of Agriculture as a CWA project.

CWA investigators were sent into about 300 farm counties. They were told to find out what would be necessary to put farm homes into first-class shape. Among the items studied were the condition of houses as to paint, screens, roofs, and interiors, the need for additional space, water supply and sewage disposal, light and heat, refrigeration and laundry equipment, and landscaping.

Before they finished with a county the investigators did a pretty thorough job. What they uncovered was the fact that in practically every county studied, anywhere from one-fifth to one-third of the houses are badly in

need of new equipment and repairs of old equipment.

What the Department of Agriculture is trying to prove is just a little difficult to determine. It is quite probable that it would like to show that if farm prices were raised and consumer prices kept where they are, enough can be squeezed out of the costs of distribution to rehabilitate farms. Such a conclusion might be disturbing to advertisers.

Actually, however, the Department is showing advertisers a tremendous market and suggesting copy angles for home equipment advertisers.

Reports from all over the country show that the farmers have more money, that they are spending it. Here is an opportunity for aggressive advertising and selling for those manufacturers of home equipment who are smart enough to stop wailing about bad business and to go after good business.

### A Word to Dentists

Legislatures in New York and New Jersey are about to pass laws prohibiting advertising by dentists. The statutes are intended to eliminate the dental faker who mulcts the public through his bargain-counter offers.

Legislation that squelches the faker opens the door wide for co-operative advertising that can be of great public benefit. In other words, ethical dentists should demand the right to carry on a joint effort to educate the public to the importance of dental hygiene.

Tied tightly by a mistaken view of what constitutes professional ethics, reputable dentists who should know better have fought such co-operative effort because it smelt of the "advertising dentist."

With that gentleman removed from the picture ethical dentists no longer have any excuse for dodging an obvious public duty.

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## *In April* **PRINTERS' INK MONTHLY**

Another remarkable tale of business, even more fascinating than "The World's Greatest..." which appeared in December and January.

### **THEY WHO DIGNIFIED DICKERING**

BY

**MARK O'DEA**

**T**HE pageant of retailing in America—130 years of pioneering—revealing the methods of A. T. Stewart, Marshall Field, John Wanamaker, historic storekeepers, followed by the innovations of Montgomery Ward and Frank Woolworth.

Untold history—much of it printed for the first time. A background of current events. A frank inventory of each man's contributions to business progress. Far from gushy. Swift moving. A big book condensed into a two-part, 7,500 word essay. Telegraphic, but packed with facts. The sort of stuff that makes you think between the lines.

## The Little Schoolmaster's Classroom

**A**N annual report that is crammed with human interest has come to the Schoolmasters' desk. It is termed an "Informal Report" and was issued by the Madison Square Boys' Club, a social and philanthropic organization in New York.

The report comprises twenty-four pages and cover, inexpensively printed in typewriter type and illustrated with homely little pen-and-ink drawings which give an idea of some of the club's manifold activities. On several of the pages are tipped-in reprints of newspaper articles referring to the club. These are printed on newsprint. The year's financial statement occupies two pages—tells how \$20,000 was spent and indicates a deficit of \$74.68 at the end of 1933.

Corporation reports cannot be modeled after this one, of course, but the presidents of certain companies would do well nevertheless, to read the record of stewardship of the Madison Square Boys' Club before inditing their annual alibis. They will find a report that is brim full of enthusiasm for the product; a report which makes no excuses—one that guarantees good business for 1934.

In looking over the English publications, the Schoolmaster ran across a full-page advertisement which he presents for its unusual flavor. It extols Euxesis Shaving Cream and is taken up largely with the reproduction of an advertisement that appeared in *Punch* on May 11, 1844. The copy says: "Shaving—Wonderful Discovery! —The Euxesis, for Shaving with-

out the use of soap or water, with greater comfort, and in much less time than is usually required. Noblemen and Gentlemen, who have skin of thin texture, and suffer from irritation caused by

- 12 -

ducked for apples, shook hands with an electrified skeleton and were thrilled by realistic ghost stories told through the marionettes..

WE TOOK SECOND PLACE IN THE NATIONAL EXHIBITION HELD AT THE GRAND CENTRAL PALACE OF THE BOYS' CLUBS OF AMERICA. FIRST PLACE WAS SECURED IN WOODWORK, STAMPS, ETCHING AND BAKING.

THE BOYS' FAIR .. Among the distinguished guests



present at the sixth annual Boys'

Fair held at Osborn Playground in June were William Church Osborn, Judge John Lewis, and Police Captain Martines. The Fair was officially opened by Police Commissioner James S. Bolan. More than 6000 neighbors viewed the exhibit of handicraft, horseshoe-pitching contests, dramatics, singing and cooking. The alumni acted as leaders of each activity and a profit of \$300 was realized.

SOFT BALL BASEBALL



Due to the crowded city conditions, there are few spaces where boys can play hard baseball - hence the new interest in "soft ball games." Thirty-two teams competed during the summer, attracting large crowds. These evening tel-

Soaps and the friction of the Razor. will be most agreeably surprised at the absence of these inconveniences in the use of the Euxesis; for its peculiar property is to leave the face beautifully smooth and soft, and more capable of resisting the effects of sudden transitions from heat to cold, experienced in a variable climate, like our own. The Euxesis may be safely used

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at Sea, in the East or West Indies, and all the Colonies, as climate will not deteriorate its qualities, or time depreciate its value! Sold in Bottles, at 1s. 6d. each, by the Inventor and Proprietor, S. Lloyd, Perfumer, 1, Foubert's Place, Regent Street."

Below this in small type is the following copy:

"This shaving cream is still manufactured at 2 Bedford Passage, Charlotte Street, London W, 1 by Aimee Lloyd and Company (1933) Limited.

"Tubes 1s. 4d. and 2s. 9d. post free, or of all good Chemists and Stores.

"A small trial tube will be sent free on request."

In a day and age when the average American advertiser is hunting feverishly for new sales arguments and new sales appeals, such an advertisement seems almost as unbelievable as it is refreshing.

The Schoolmaster hesitates to recommend this technique to the Class, but he does submit that the idea has a lot more value than some of the results achieved by some of the high-pressure American advertising men who, being totally unconscious of the past, live largely in the future where everything moves at a rapid pace and smartness is commonly accepted as a substitute for intelligence.

As the Class well knows the Schoolmaster has always kept an eagle eye out for those people in the advertising business who take time out for adventure in the way of writing books.

He was particularly interested, therefore, in a recent book, "Time Out for Adventure," written by Leonidas W. Ramsey, president of the L. W. Ramsey Company of Chicago and Davenport.

Mr. Ramsey has done one of the most interesting travel books of the last few years. With an artist, he set out for a vacation in Mexico with the specific idea of visiting

TO AGENCIES AND THEIR CLIENTS

## CONSULTING AND ANALYTICAL CHEMISTS

*Analyses Made Formulas Developed*

*New Uses*

*Fresh Appeals*

*Research Investigations and*

*Clinical Testing of Medicines*

SPECIALISTS IN

Drugs

Foods

Toilet Preparations

Flavoring Extracts

Beverages

Proprietary

Medicines

Essential Oils

Special Formulas

Insecticides

SEIL, PUTT & RUSBY, INC

16 East 34th St., N. Y. City—AShland 4-4343

## There's no better SECRETARY in all New York

A cultured woman . . . Expert stenographer . . . Especially capable in handling a busy executive's routine affairs . . . Thoroughly experienced in advertising agency procedure . . . Circumstances beyond my control make her services available immediately . . . Address "A," Box 193, Printers' Ink.

## Product Wanted

Successful experienced distributor properly financed seeks new product for New England market. Satisfactory references furnished.

AMOS L. TOWLE

Room 309

7 Willow Street, Lynn, Massachusetts

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, EN

GIBBONS KNOWS CANADA

REGINA  
CALGARY  
EDMONTON  
VANCOUVER



**SYNDICATE**  
*Salesmen*  
**COLOR**

New! Profitable sideline for salesmen with established store advertising contacts. Exclusive territory open in east, middle west. Heavy buying season starting NOW. Write

**CLEVELAND SHOPPING NEWS**  
 5309 Hamilton Ave.  
 Cleveland, O.

**CIRC**

### Hochstadter Laboratories

Testing Engineers for  
 Advertisers and Advertising Agencies

Technical Experts and Consultants  
 General Chemical Analyses

254 WEST 31st ST. • NEW YORK CITY

### MORE BUSINESS at less cost

Can surely be had by an intelligent use of Direct Mail—letters, folders, catalogs, etc. POSTAGE & THE MAILBAG is a monthly business magazine for everyone who has anything to do with sales. Send \$1.00—one year, 12 copies—for this magazine of business ideas. \$2.00 returned to you at end of year if you are not 100% satisfied.

POSTAGE & THE MAILBAG 200 Fifth Ave.  
 New York City

### BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

those places that are somewhat off the beaten tourist track. Furthermore, he did not want to go on a conducted tour. The result was a really adventurous time and the book reflects the breathless interest and the insatiable curiosity that Mr. Ramsey carried into Mexico.

It is the kind of travel book that appeals to the Schoolmaster because it tells him about the things that he himself would look for if he were going to another country. Too many books, supposedly dealing with travel, almost entirely overlook native customs and manners.

The illustrations, both in photograph and line, serve admirably to set off the text. This is a book that the Schoolmaster most decidedly recommends to those members of the Class, who, although they are tied down to their offices, like, at least occasionally, to take time out for vicarious adventure in the pages of somebody's book.

• • •  
 An issue of a house magazine that fittingly celebrates its sponsor's twenty-fifth anniversary has been issued by the Twin City Optical Company, Minneapolis. In physical appearance, this issue of "Twin City Progress" gives unmistakable evidence that it is a silver anniversary which is being observed. The printing is in silver and blue inks, the tipped-in half-tone illustrations are on silver paper and all of the pages are flecked with splashes of silver.

The first half of the publication is given over to short articles on phases of optometry from the pens of several practitioners of the Northwest. The second half talks about the company, not boastfully but with pride of achievement.

Every optometrist in the Northwest was sent a copy of the anniversary issue.

• • •  
 Two gala broadcasting events

**RADIO** **FREE & SLEININGER** **DEPENDABLE**  
**CHICAGO** **NEW YORK** **RADIO STATION**  
**REPRESENTATIVES**

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## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Liberal Commissions** paid salesman who thru present connections can bring Business to A-1 Mechanical and Pictorial Photo Retouchers and Letterers. N. Y. City. Box 739, Printers' Ink.

**British Distributors** for well known American house require additional agencies suitable for the Grocery, Hardware and Chemists Trades. Only firms who are prepared to support a comprehensive marketing plan will be considered. Principal due New York May. Box 734, P. I.

### HELP WANTED

**Wanted**—Advertising Manager, by a large New England beverage company. Must be versed in requirements of food and beverage distribution. Address letter detailing previous experience and salary expected to Box 745, Printers' Ink.

**Assistant Layout Man**, twenty-five to thirty years of age, for large manufacturer of heavy products; must have good layout sense, two or three years' experience, some knowledge of typography and engraving; technical engineering training (desirable, but not essential). Box 735, Printers' Ink.

**Artist**—Motion picture distributor wants all-round commercial man. Figure work lettering, layouts; Wash, pen and ink, color. Permanent job and opportunity to head department to fast worker. Tell us what you have done and what you can do. Don't send sketches. If you're the man we want salary is a lot less than you "used to make." Tell us your minimum. Box 744, Printers' Ink.

### MISCELLANEOUS

**Printers' Plans** for making money and keeping busy. 40 of them for \$1.00 prepaid. Also 50 Mail Order Plans \$1.00. Associated Management, Recovery Division, 1700F Sansom Street, Philadelphia, Pa.

### POSITIONS WANTED

**Young but experienced man** desires to make a fresh start in advertising. Experience in publication and agency field. Salary and locale not as important as opportunity. Box 737, Printers' Ink.

**I Want a Job**. Skilled creative and contact man—plans, ideas, layouts, copy, merchandising. Sincere and reliable. Experienced large National Agencies. Name your own price. Box 736, Printers' Ink.

### EXECUTIVE'S ASSISTANT- SECRETARY STENOGRAPHER

Cultured woman. 15 years' outdoor advertising. Either New York or Philadelphia. Box 740, Printers' Ink.

**ADVERTISING PHOTO RETOUCHER** who also specializes on shoe drawings, desires affiliation with Studio, Engraver or Agency in Philadelphia, Buffalo or New York. Box 733, Printers' Ink.

### TOLEDO MARKET

A competent reliable sales executive is available for grocery, bakery or drug line. Salary or brokerage basis. References gladly exchanged. Box 741, Printers' Ink.

**Advertising Executive Assistant**. A Right Hand Man—background includes charge production important Chicago adv. agency. Capable handling details, assuming responsibility. Moderate salary. Age 29. Box 738, Chicago Office.

**Sales Executive** experienced as branch, division and sales manager in selling equipment at \$1,000 to \$3,000 per unit, seeks connection. Extensive excellent following among executive type commission salesmen. Box 743, Printers' Ink.

**Rounded Experience** on important accounts. Have worked for 4A agency; manufacturer; live chain; marketing service. Have written national consumer and trade campaigns—edited house organs, conducted sales training programs, improved dealer relationships. Box 742, P. I.

## help...

Are you in need of sales, advertising or merchandising help? Many good men advertise in these pages to market their services and experience. Perhaps you won't have to look farther than this issue for the man you want.

If you experience difficulty in locating your man, advertise for him in **PRINTERS' INK**. Likely the very man for the job will show himself among the fine field of applicants your ad will attract.

which your Schoolmaster will not forget had about them something that was different yet not readily definable. It was not the fashionably dressed audiences which turned out for the two events—one the opening of NBC's new studios, the other the formal dedication of Columbia's Radio Playhouse. Nor was it the festively elaborate program offerings.

It was something more definitely a part of the theater. What it was your Schoolmaster clearly recognized when he received last week from the Great Atlantic & Pacific Tea Company another example of this company's merchandising initiative. Programs were the answer. At each of these milestone broadcasts he fingered and referred to the souvenir programs and, doing so, knew that there was something unusual about his studio visit but not knowing just what.

Now A & P follows through and puts to work in radio a feature that is inseparably linked with the theater—programs. These programs are distinctively radio's. The first page has pasted on it a photograph of the A & P Gypsies' ensemble.

The center spread, attractive in its typographic layout of paragraphs, informally describes the program. For example, two paragraphs are quoted:

"The A & P Gypsies open their program with that animated rousing song 'Song of the Vagabonds' from The Vagabond King by Rudolph Friml."

"Harry Horlick directs his orchestra in one of his own popular writings with a Russian Gypsy atmosphere. It is called 'Gypsy Eyes.' The soloist is Frank Parker."

This treatment should do much

to appease composers and show producers who have not hesitated to criticize radio as giving credit to their work begrudgingly.

The program also gives a place

#### Program for Tonight's Broadcast



"These are the A & P Gypsies who come to you through the courtesy of The Great Atlantic and Pacific Tea Company."

\*

WEAF NETWORK • RADIO CITY STUDIOS

of dignity to that important essential of all programs, the commercial continuity. This is reproduced in full and undoubtedly should impress readers with the relatively very small amount of advertising which is incorporated in the broadcast.

The last page carries a picture of Harry Horlick, director of the orchestra and a brief review of the history of the Gypsies who made their radio debut in 1923.

The program serves a twofold purpose. It helps the studio visitor to a more intelligent understanding of the performance. It also provides him with a souvenir to take home with him, along with the company's advertising message.

#### Adds Two Accounts

The Stirizol Company, Ossining, N. Y., has appointed Small, Kleppner & Seiffer, Inc., New York, to direct its advertising, as also has the C-Y Chocolate Yeast Company, New York.

#### Appoints Mogge

The automotive division of Gar Wood Industries, Inc., Detroit, has appointed Arthur R. Mogge, Inc., Chicago, to handle the advertising of Aroflo streamline fender guards.

#### Wasserman Names Agency

B. Wasserman & Company, New York, have placed the advertising of Old King Cole Smoking Mixture with William Irving Hamilton, Inc., New York. Magazines will be used.

#### Ruthenburg Heads Servel

Louis Ruthenburg, of Detroit, has been elected president of Servel, Inc., New York. He was at one time president of Copeland Products, Inc.

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